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SURVEY OF STATE TRAVEL OFFICES 1991-92

U.S. TRAVEL DATA CENTER

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The U.S. Travel Data Center is an affiliate of the Travel Industry Association of America



ISSN: 0361-8370



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**U.S. TRAVEL DATA CENTER
WASHINGTON, D.C.**

Price: Seventy-five Dollars

ISSN: 0361-8370

March 1992

An Affiliate of the Travel Industry Association of America



The U.S. Travel Data Center is the national, non-profit center for travel and tourism research. Since its establishment in 1973, the Data Center has devoted itself to advancing the common interests of the travel industry and the public it serves by encouraging, sponsoring and conducting statistical, economic, and scientific research concerning travel, the travel industry, and travel-related industries. In pursuit of this objective the Data Center gathers, analyzes, publishes and disseminates the results of such research, and cooperates with all government agencies, private industry and academic institutions with similar purposes and objectives.

The U.S. Travel Data Center is an affiliate of the Travel Industry Association of America (TIA), the national, non-profit association representing all components of the United States travel industry, the third largest retail industry in the nation.

Jerry Foster, Chairman

Dr. Suzanne D. Cook, Executive Director

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PREFACE

Governments in the fifty states and a number of U.S. territories fund agencies responsible for travel promotion and development. The responsibilities, structure and resources of these offices vary widely, and their impact on the state tourism economy is in many cases quite significant. Moreover, the operations of state travel offices have proven to be of interest to travel-related businesses, students of government, travel researchers, and organizations providing services to governmental units.

The most important need for understanding the variety of state travel development programs, however, is found among the state travel directors themselves. The exchange of information about programs and operations allows each director to compare their office with others; to learn of new, innovative programs; and to begin to develop joint solutions to common problems. In 1973, the U.S. Travel Data Center began to survey the operations of the state and U.S. territorial travel offices. The Survey of State Travel Offices 1991-92 is the nineteenth annual report in the series.

The report is based upon questionnaires completed by representatives of 49 of the 50 state travel offices, and comparable agencies in the District of Columbia, Guam, Puerto Rico and Marianas Island. Survey responses provide a detailed picture of the state travel office operations planned for fiscal year 1991-92, which for the majority of states runs from July, 1991 to June, 1992. Results parallel those of previous surveys, though not all questions are repeated every year.

The survey was conducted over August - December, 1991. Attempts have been made to clarify vague or unclear responses. Questions about individual replies should be directed to the relevant state travel office. As with all of its publications, the Data Center is interested in reactions to the format and subject matter covered in this report.

We wish to express our sincere appreciation to all state personnel who took the time to fill out the somewhat lengthy questionnaire. Their response is an excellent example of cooperation to improve communications and mutual understanding within the travel industry, and between the industry and the public. David Morgan compiled the tables of survey responses in this report. Kelly Repass conducted the data collection, editing and analysis of results, and prepared this report.

U.S. Travel Data Center
Washington, DC
March, 1992

SUMMARY AND ANALYSIS

In early August, 1991, the U.S. Travel Data Center sent its annual survey to the government travel offices in 50 states, and to comparable offices in the District of Columbia and five U.S. territories.

The questionnaire covers an extensive range of state travel office operations. It is intended to meet the informational needs of the state travel directors, as well as many private industry components.

Questionnaires were returned by 49 state travel offices, including two from Alaska, Hawaii, South Carolina, and Texas. Two surveys were also returned by the District of Columbia. Participating territories included Puerto Rico, Guam and Marianas Islands.

South Carolina is now represented in this report by two divisions of the South Carolina Department of Parks, Recreation and Tourism - the South Carolina Division of Tourism (SC-DOT) and the South Carolina Division of International Marketing (SC-DIM). The new Division of International Marketing is responsible for promoting the state abroad.

The term 'state' is used in this report to denote the state travel offices responding to the survey. As in reports published in the last several years, analysis of and reference to the District of Columbia and U.S. territories in the narrative report is separate.

Complete answers were sought for all items to produce a comprehensive report. In some cases, blanks occur where answers are not available from the offices. In others, estimates are provided in lieu of actual figures by states when, for example, they are uncertain of how funds will be allocated among expenditure categories.

The tables of survey responses appearing on pages 21-116 are divided into 18 sections. Tables are labeled by topic, and the list of topics is outlined in the Table of Contents.

Explanatory notes are given in the final table for each section. Survey responses in the tables marked with one or more asterisks (*) also reference further explanation in each explanatory notes/additional comments section.

Each year the survey requires state travel offices to categorize budgets for two fiscal years. For example, this report presents a breakdown of both the projected budgets for fiscal year 1991-92, as well as the actual expenditures for fiscal year 1990-91. States' actual budget breakdowns are collected at the end of each fiscal year to provide an accurate record of expenditure levels.

The 1990-91 actual state travel office budget figures, therefore, may not agree with projected figures for individual states which were published in the previous report in this series. The purpose of successive reports is to continually provide the most updated information available.

GENERAL ADMINISTRATION

Forty-six states responding to the survey currently have one official government agency primarily responsible for travel development and promotion. Four states and the District of Columbia have two agencies or entities which share responsibility for travel development.

Hawaii has a state Tourism Office (HI-STO) which works in conjunction with the Hawaii Visitors Bureau (HI-HVB). Texas has the Texas Department of Transportation, Travel and Tourism Division (TX-DOT), which was formerly named the Texas Department of Highways and Public Transportation (TX-HWYS), and the Tourism Division within the Department of Commerce (TX-TOUR). Alaska has the Division of Tourism which is responsible for international marketing, grants, and tourist development (AK-DOT) and the Alaska Tourism Marketing Council which conducts the domestic tourism marketing program (AK-ATMC). South Carolina has the Division of Tourism (SC-DOT) which is responsible for domestic tourism and the Division of International Marketing (SC-DIM) which is responsible for international promotion.

The District of Columbia has the Convention and Visitors Association (DC-CVA) which is responsible for travel development and the D.C. Committee to Promote Washington (DC-COMM) which directs a national advertising campaign, festival program, and four other community programs. "General Administration -- Table 1" outlines the functions of each of these entities.

Throughout this report, figures in parentheses represent the number of states providing information used to compute the given total or average. Generally, answers for Alaska, Hawaii, South Carolina and Texas have been averaged or have otherwise only been counted once. Budget allocations for the two tourism entities in these states have been combined.

The head of the state travel office is referred to as the "state travel director" throughout this report, although the actual titles might vary. Of the 38 state travel offices reporting that the position of state travel director is appointed, 26 offices indicated the appointment is made by the governor or lieutenant governor. The state travel director is under the state equivalent of the civil service system in only 8 states.

Thirteen new directors have been named since publication of the previous report in this series. The average number of years that the state travel directors in place as of July, 1991 have served is 4.8 years. Eight directors have been named since July of 1991.

Thirty-four travel offices report that there is a chief assistant to the travel director. Six state offices report that the position is vacant. Nine of the assistants have changed or started since last year, and the length of service for all assistants varies from 3 months to 17 years. In 15 states the chief assistant position is under the state equivalent of the civil service system. Thirty-five states indicate that some or all of the rest of the travel office staff is also under a type of civil service system.

State travel offices vary widely in the size of their staff, which range from 4 to 148 full-time employees, averaging 37 full-time employees per office (49). Thirty-four state travel offices also report part-time employees, ranging in number from 1 to 63 and averaging 15 per office.

Variation in staff size is due, in part, to the inclusion of welcome center employees and budget by many of the travel offices. The average number of welcome center employees reported (if any) is 24 full-time (34) and 16 part-time (24) employees. Excluding welcome center employees from totals, the average staff sizes are 20 full-time (49) and 4 part-time (28) employees.

Of the two agencies representing the District of Columbia, the average length of service for the directors is 7 years. The DC Convention and Visitors Association employs 10 full-time employees. The D.C. Committee to Promote Washington employs 9 full-time and 4 part-time staff. Among the three territories, the average length of service for the directors is 4.8 years. Guam reported 30 full-time employees and Marianas Island has 50 full-time and 2 part-time employees. Puerto Rico, on the other hand, employs 429 full-time staff.

ADVERTISING

In 26 states the tourism director or chief assistant manages the development of the state's advertising program whether it be domestic or international. In 22 states this function is performed by a marketing, advertising or promotions officer. Nine states reported a change in the advertising agency retained since last year. Advertising agencies are, on average, in their sixth year for the states.

In 49 states, advertising is at least partially directed toward stimulating inquiries. Twenty-five of these states reported that all of the advertising budget is directed toward stimulating inquiries, while the overall average amount of the budget dedicated to this purpose is 81 percent.

Travel offices reported a total of nearly 19 million general and advertising-generated inquiries received during 1990, or approximately 381,811 inquiries per state (49). The majority of states receive some or all inquiries through toll-free lines. On average, about 42 percent (45) of all inquiries are received via toll-free lines.

Twenty-two states said there is advertising in their inquiry fulfillment piece, which for three of these states completely covers the production cost. Inquiries are surveyed to measure advertising effectiveness by all of the reporting state travel offices. Generally, states have inquiry source tracking and conduct conversion studies by telephone or by mail, either through an insert card in the fulfillment piece, or a follow-up survey.

The District of Columbia reported that 70 percent of the advertising is directed toward stimulating inquiries. Puerto Rico and Guam indicated that 100 percent of their advertising is also done for that purpose. The District of Columbia received 234,000 inquiries during 1990, 22 percent of which were from the 800 number (not necessarily as a result of ads). Seventeen percent of the inquiries to Puerto Rico and 13 percent of those to Guam were from their 800 number.

BUDGET

The first of five budget sections (pages 45 - 50) includes budget totals for the two years reported in the survey, along with rankings for the 50 states. The next two sections give detailed breakdowns of the two budgets covered in the survey, as follows:

Budget -- 1990-91 Actual Expenditures	Pages 51 - 57
Budget -- 1991-92 Projected Budgets	Pages 59 - 64

The section "Budget -- 1991-92 Advertising" (pages 65 - 71) contains information about general promotion as well as domestic and foreign advertising allocations for fiscal year 1991-92. Explanatory notes for figures with asterisks (*) are in the "Budget -- Comments" tables, appearing on pages 72 - 73. Expenditure category descriptions are detailed in Appendix A.

Total Budgets

The proposed budgets for fiscal year 1991-92 total \$342.7 million (50), about the same as last year's \$342.6 million (50) actual budget allocation for fiscal year 1990-91.

State general revenues are the sole funding source for 26 travel offices (49). Other revenue sources for the remaining 23 states include lodging and other tourism-dedicated tax receipts, membership dues, lottery funds, highway funds, motor vehicle funds, and a few private sources.

Allocations for matching funds programs, usually used for cooperative advertising, are included in the 1991-92 budget for 34 states. For some states, matching funds are derived from separate appropriations, and are not included in the totals reported here.

As shown in Table A, the proposed budgets for fiscal year 1991-92 range from \$26,754,334 in Texas to \$808,000 in Delaware. The average state travel office budget for 1991-92 is estimated at \$6,853,865. Eighteen states' budgets fall above this mean, accounting for 64 percent of the \$342.7 million projected total for all 50 states.

The budgets for Texas (\$26.8 million), Illinois (\$25 million) and Hawaii (\$23 million), are over three times the average. The sum of budgets for the top ten states alone represents 45 percent of the total projected allocation. The average of state travel budgets is heavily weighted by these top ten states. The remaining 40 travel office budgets fall closer together in a range between \$808,000 and \$9,404,583, with an average of \$4,720,908.

The D.C. Committee to Promote Washington reported a 1991-92 projected budget of \$2,195,306, about the same as the actual 1990-91 budget. The sum of the three territories for 1991-92 is projected to be \$52,849,651, with Puerto Rico alone reporting \$42,579,897.

TABLE A: 1991-92 PROJECTED STATE TRAVEL OFFICE BUDGETS BY RANK

1	TX	\$26,754,334	26	AZ	\$5,727,300
2	IL	25,000,000	27	NM	5,722,300
3	HI	23,031,938	28	AL	5,689,324
4	LA	13,478,067	29	MD	5,114,156
5	FL	12,794,732	30	OH	5,050,000
6	PA	12,400,000	31	WV	4,161,129
7	AK	10,460,959	32	CA	4,100,000
8	SC	10,348,944	33	UT	3,999,737
9	VA	9,908,973	34	SD	3,550,000
10	CO	9,679,000	35	IA	3,482,404
11	WI	9,404,583	36	IN	3,250,000
12	MA	9,025,000	37	WY	3,131,886
13	MN	8,874,435	38	ID	2,984,113
14	AR	7,977,315	39	RI	2,857,000
15	TN	7,661,000	40	VT	2,490,600
16	GA	7,321,240	41	NH	2,441,215
17	KY	7,224,300	42	OR	2,432,500
18	NY	7,005,520	43	KS	2,385,834
19	NC	6,751,000	44	WA	2,243,386
20	MO	6,455,600	45	ND	2,050,000
21	MI	6,333,600	46	ME	2,012,491
22	OK	6,287,098	47	CT	1,813,356
23	NJ	6,212,000	48	MS	1,731,905
24	MT	5,752,912	49	NE	1,591,177
25	NV	5,730,907	50	DE	808,000

Grand Total	\$342,693,270
Average	\$6,853,865

To emphasize the geographic variation in the development of tourism promotion in the U.S., the state travel office budgets are grouped by the nine U.S. Census Regions in Table B. Percentage increases or decreases of the average budget per Census region over 1990-91 spending levels are also shown. The number of states comprising each region is shown in parentheses.

The West South Central region posted the highest average state travel office budget (\$13,624,204), with two of its four states in the top ten tourism budgets. This region experienced a 26 percent growth in average budget over a year ago. The East North Central region posted the second highest average budget at \$9,807,637. However, this region overall showed nearly a 3 percent decrease in the average budget from last year. On average, the Mid-Atlantic and Pacific regions showed the largest declines in total budgets, down 25.1 percent and 20.5 percent, respectively.

TABLE B: 1991-92 STATE TRAVEL OFFICE BUDGETS BY CENSUS REGION

	1991-92 TOTAL BUDGET PER REGION	1991-92 AVERAGE BUDGET PER REGION	PERCENT CHANGE FROM 1990-91 AVERAGE BUDGET
New England	\$20,639,662 (6)	\$3,439,944 (6)	23.8%
Mid-Atlantic	25,617,520 (3)	8,539,173 (3)	-25.1
South Atlantic	57,208,174 (8)	7,151,022 (8)	8.5
East South Central	22,306,529 (4)	5,576,632 (4)	-11.0
East North Central	49,038,183 (5)	9,807,637 (5)	-2.7
West South Central	54,496,814 (4)	13,624,204 (4)	26.2
West North Central	28,389,450 (7)	4,055,636 (7)	2.5
Mountain	42,728,155 (8)	5,341,019 (8)	8.3
Pacific	42,268,783 (5)	8,453,757 (5)	-20.5
All States	342,693,270 (50)	\$6,853,865 (50)	0.0%

Note: Number of states reporting is given in parentheses.

*Census Regions

NEW ENGLAND: Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, Vermont
 MID-ATLANTIC: New Jersey, New York, Pennsylvania
 SOUTH ATLANTIC: Delaware, Florida, Georgia, Maryland, Virginia, North Carolina, South Carolina, West Virginia
 EAST SOUTH CENTRAL: Alabama, Kentucky, Mississippi, Tennessee
 WEST SOUTH CENTRAL: Arkansas, Louisiana, Oklahoma, Texas
 EAST NORTH CENTRAL: Indiana, Illinois, Michigan, Ohio, Wisconsin
 WEST NORTH CENTRAL: Iowa, Kansas, Minnesota, Missouri, Nebraska, North Dakota, South Dakota
 MOUNTAIN: Arizona, Colorado, Idaho, Montana, Nevada, New Mexico, Utah, Wyoming
 PACIFIC: Alaska, California, Hawaii, Oregon, Washington

Two-Year Breakdown and Comparison

Table C compares the average 1991-92 projected breakdown for each of the budget categories with 1990-91 actual spending levels. On average, more money was allotted during 1991-92 for administrative costs, international advertising and promotion, personnel services, press and public relations, inquiry fulfillment, domestic sales promotion and research. Less money was planned to be used for printing and production, welcome center operation, domestic advertising and matching fund programs.

TABLE C: SUMMARY OF AVERAGE BUDGETED EXPENDITURES BY CATEGORY

<u>CATEGORY*</u>	<u>1990-91 AVERAGE ACTUAL BUDGET</u>	<u>1991-92 AVERAGE PROJECTED BUDGET</u>	<u>ANNUAL PERCENT CHANGE</u>
Domestic Advertising	\$2,445,482 (50)	\$2,356,196 (47)	-3.7%
Personnel Services	946,435 (48)	1,032,440 (47)	9.1
Administrative Costs	469,468 (45)	539,204 (45)	14.9
Printing & Production	556,675 (45)	518,521 (45)	-6.9
Inquiry Fulfillment	460,229 (45)	481,965 (45)	4.7
Press & Public Relations	106,779 (41)	114,656 (42)	7.4
Domestic Sales Promotion	144,701 (41)	150,437 (40)	4.0
International Advertising/Promotion	310,443 (41)	357,062 (42)	15.0
Research	117,282 (42)	122,278 (43)	4.3
Matching Funds Program	1,020,979 (33)	986,992 (34)	-3.3
Welcome Center Operation	505,115 (37)	437,049 (38)	-13.5
Other	554,996 (32)	638,899 (32)	15.1
Total Budget	\$6,851,763 (50)	\$6,853,865 (50)	0.0%

Note: Number of states reporting is given in parentheses.

*Descriptions of each expenditure category are given in Appendix A.

Descriptions of each expenditure category given in Appendix A were included in this year's survey for use by state travel offices in preparing their budget breakdowns. A total of 15 travel offices reported allocations for Direct Grants in their 1991-92 budget, with an average of \$252,055. The annual percentage increase or decrease from the 1990-91 actual expenditures to the 1991-92 projected total budget for each state, as reported in the current survey, is shown in Table D.

TABLE D: ANNUAL PERCENT CHANGE IN STATE TRAVEL OFFICE BUDGETS

		1990-91 ACTUAL	1991-92 PROJECTED	ANNUAL PERCENT CHANGE
1	AL Alabama	5,417,121	5,689,324	5%
2	AK Alaska	12,446,900	10,460,959	-16
3	AZ Arizona	5,269,700	5,727,300	9
4	AR Arkansas	7,724,944	7,977,315	3
5	CA California	7,500,000	4,100,000	-45
6	CO Colorado	8,618,300	9,679,000	12
7	CT Connecticut	1,830,069	1,813,356	-1
8	DE Delaware	939,000	808,000	-14
9	FL Florida	10,663,933	12,794,732	20
10	GA Georgia	7,949,638	7,321,240	-8
11	HI Hawaii	27,939,664	23,031,938	-18
12	ID Idaho	2,786,089	2,984,113	7
13	IL Illinois	24,200,000	25,000,000	3
14	IN Indiana	3,500,000	3,250,000	-7
15	IA Iowa	4,181,270	3,482,404	-17
16	KS Kansas	2,136,420	2,385,834	12
17	KY Kentucky	6,602,500	7,224,300	9
18	LA Louisiana	9,350,542	13,478,067	44
19	ME Maine	1,607,408	2,012,491	25
20	MD Maryland	6,314,348	5,114,156	-19
21	MA Massachusetts	5,325,900	9,025,000	69
22	MI Michigan	8,775,102	6,333,600	-28
23	MN Minnesota	8,383,031	8,874,435	6
24	MS Mississippi	2,305,709	1,731,905	-25
25	MO Missouri	6,490,716	6,455,600	-1
26	MT Montana	5,125,859	5,752,912	12
27	NE Nebraska	1,515,092	1,591,177	5
28	NV Nevada	5,080,588	5,730,907	13
29	NH New Hampshire	2,826,000	2,441,215	-14
30	NJ New Jersey	6,978,000	6,212,000	-11
31	NM New Mexico	4,014,317	5,722,300	43
32	NY New York	13,197,500	7,005,520	-47
33	NC North Carolina	6,674,313	6,751,000	1
34	ND North Dakota	1,500,000	2,050,000	37
35	OH Ohio	5,366,055	5,050,000	-6
36	OK Oklahoma	5,621,394	6,287,098	12
37	OR Oregon	2,437,519	2,432,500	0
38	PA Pennsylvania	14,005,000	12,400,000	-11
39	RI Rhode Island	2,630,000	2,857,000	9
40	SC South Carolina	9,079,000	10,348,944	14
41	SD South Dakota	3,499,949	3,550,000	1
42	TN Tennessee	10,740,900	7,661,000	-29
43	TX Texas	20,483,460	26,754,334	31
44	UT Utah	4,450,400	3,999,737	-10
45	VT Vermont	2,456,000	2,490,600	1
46	VA Virginia	7,731,775	9,908,973	28
47	WA Washington	2,864,936	2,243,386	-22
48	WV West Virginia	3,352,586	4,161,129	24
49	WI Wisconsin	8,573,400	9,404,583	10
50	WY Wyoming	4,125,796	3,131,886	-24
TOTAL		\$342,588,143	\$342,693,270	0.0%
AVERAGE		\$6,851,763	\$6,853,865	

A five-year summary comparison of state travel office budgets is presented in Table E. Actual state travel office budget totals and averages for fiscal years 1987-88 through 1989-90 for the fifty states, as given in preceding state travel office surveys, are compared with the actual 1990-91 and projected 1991-92 total budget figures from this year's survey.

TABLE E: FIVE-YEAR COMPARISON OF STATE TRAVEL OFFICE BUDGETS

<u>FISCAL YEAR</u>	<u>TOTAL ACTUAL BUDGET</u>	<u>AVERAGE ACTUAL BUDGET</u>	<u>ANNUAL PERCENT CHANGE</u>
1987-88	290,638,421	5,812,768 (50)	19.3%
1988-89	320,699,175	6,413,984 (50)	10.3
1989-90	338,826,312	6,776,526 (50)	5.7
1990-91	342,588,143	6,851,763 (50)	1.1
1991-92*	342,693,270	6,853,865 (50)	0.0

*Projected budgets for 1991-92

Note: Number of states reporting given in parentheses

Advertising Budgets

The state domestic advertising budget is the sum of media purchase and production costs. Travel offices reported proposed 1991-92 advertising budgets totaling \$110,741,222 (47), an average of \$2,356,196 per state. Advertising budgets for 1991-92 vary from a low of \$125,100 to a high of \$10,000,000, as shown in Table F.

The actual advertising budget allocated for 1990-91 was \$122,274,116 (50), an average of \$2,445,482 per state. Overall, the portion of total budgets allocated for advertising was 36 percent for 1990-91 and 32 percent for 1991-92.

The territories spend a large portion of their advertising dollars on international promotion. Puerto Rico allocated \$14,564,397 in 1991-92, representing 34 percent of their total projected budget. Marianas Island planned to spend \$964,200 on international advertising, about one-quarter of their total budget.

TABLE F: 1991-92 PROJECTED ADVERTISING BUDGETS BY RANK

1	IL	10,000,000	26	SD	1,617,000
2	LA	7,453,845	27	UT	1,465,279
3	TX	5,987,993	28	MN	1,345,070
4	VA	5,310,000	29	RI	1,250,000
5	HI	4,810,657	30	NV	1,210,000
6	FL	4,597,035	31	NH	1,177,288
7	MO	4,294,898	32	AL	1,175,500
8	CO	4,260,000	33	IA	1,088,016
9	AK	3,894,129	34	VT	758,000
10	AR	3,743,003	35	MD	733,552
11	WI	3,606,183	36	IN	710,000
12	SC	3,440,211	37	NH	633,000
13	MA	3,152,000	38	ND	620,000
14	NJ	3,142,365	39	ID	450,000
15	PA	3,043,000	40	OH	440,000
16	NY	3,016,700	41	NE	421,000
17	KY	2,750,000	42	OR	380,000
18	MI	2,533,732	43	ME	313,080
19	GA	2,406,489	44	CT	250,000
20	AZ	2,385,200	45	WA	211,950
21	WV	2,325,000	46	DE	170,000
22	NC	2,309,124	47	KS	125,100
23	MT	2,288,185			
24	OK	1,822,638			
25	TN	1,625,000			

Grand Total \$110,741,222
Average \$2,356,196

Note: States are ranked 1-47 because 3 states did not report a 1991-92 projected advertising budget figure.

As with total budgets, advertising budgets are unevenly distributed over the range. Twenty states have advertising budgets greater than the average. The sum of the advertising budgets for the top ten states represents 49 percent of the total funds allotted for advertising by the 47 reporting states. Travel offices in 25 states project to spend between \$1 and \$4 million, while 14 states budgeted less than one million dollars. Average advertising budgets by Census Region are given in Table G.

The South-Atlantic region posted the largest budget for advertising expenditures at \$21,291,411, followed by the West South Central and East North Central regions (\$19,007,479 and \$17,289,915, respectively). On average, the West South Central states allotted \$4,751,870, reflecting a 23.3 percent increase over 1990-91. Other regions showing growth include New England, South Atlantic and Mountain. Regions showing a decrease in advertising expenditures from a year ago include Mid-Atlantic, East South Central, East North Central, West North Central and Pacific.

TABLE G: 1991-92 STATE TRAVEL ADVERTISING BUDGETS BY CENSUS REGION

	1991-92 ADVERTISING BUDGET PER REGION	1991-92 AVERAGE BUDGET PER REGION	PERCENT CHANGE FROM 1990-91 ADVERTISING BUDGET
New England	6,356,080 (6)	1,059,347 (6)	16.1%
Mid-Atlantic	9,202,065 (3)	3,067,355 (3)	-32.6
South Atlantic	21,291,411 (8)	2,661,426 (8)	18.3
East South Central	5,550,500 (3)	1,850,167 (3)	-20.5
East North Central	17,289,915 (5)	3,457,983 (5)	10.3
West South Central	19,007,479 (4)	4,751,870 (4)	23.3
West North Central	9,511,084 (7)	1,358,726 (7)	-5.0
Mountain	13,235,952 (7)	1,890,850 (7)	10.1
Pacific	9,296,736 (4)	2,324,184 (4)	-47.6
All States	\$110,741,222 (47)	\$2,356,196 (47)	-6.6%

Note: Number of states reporting is given in parentheses.

*Census Regions

NEW ENGLAND: Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, Vermont
MID-ATLANTIC: New Jersey, New York, Pennsylvania
SOUTH ATLANTIC: Delaware, Florida, Georgia, Maryland, Virginia, North Carolina, South Carolina, West Virginia
EAST SOUTH CENTRAL: Alabama, Kentucky, Mississippi, Tennessee
WEST SOUTH CENTRAL: Arkansas, Louisiana, Oklahoma, Texas
EAST NORTH CENTRAL: Indiana, Illinois, Michigan, Ohio, Wisconsin
WEST NORTH CENTRAL: Iowa, Kansas, Minnesota, Missouri, Nebraska, North Dakota, South Dakota
MOUNTAIN: Arizona, Colorado, Idaho, Montana, Nevada, New Mexico, Utah, Wyoming
PACIFIC: Alaska, California, Hawaii, Oregon, Washington

The annual percentage increase or decrease from the 1990-91 actual advertising expenditures to the 1991-92 projected advertising budget for each state, as reported in the current survey, is shown in Table H.

TABLE H: ANNUAL CHANGE IN STATE TRAVEL OFFICE ADVERTISING BUDGETS

		1990-91 ACTUAL	1991-92 PROJECTED	ANNUAL PERCENT CHANGE
1	AL Alabama	1,384,200	1,175,500	-15%
2	AK Alaska	5,975,228	3,894,129	-35
3	AZ Arizona	2,144,000	2,385,200	11
4	AR Arkansas	3,365,330	3,743,003	11
5	CA California	1,885,000	*	--
6	CO Colorado	3,049,154	4,260,000	40
7	CT Connecticut	242,121	250,000	3
8	DE Delaware	45,000	170,000	278
9	FL Florida	3,834,403	4,597,035	20
10	GA Georgia	3,195,317	2,406,489	-25
11	HI Hawaii	10,738,521	4,810,657	-55
12	ID Idaho	355,665	450,000	27
13	IL Illinois	10,000,000	10,000,000	0
14	IN Indiana	850,000	710,000	-16
15	IA Iowa	1,766,500	1,088,016	-38
16	KS Kansas	165,783	125,100	-25
17	KY Kentucky	2,600,000	2,750,000	6
18	LA Louisiana	4,532,500	7,453,845	64
19	ME Maine	426,446	313,080	-27
20	MD Maryland	807,403	733,552	-9
21	MA Massachusetts	1,936,000	3,152,000	63
22	MI Michigan	3,818,438	2,533,732	-34
23	MN Minnesota	1,384,455	1,345,070	-3
24	MS Mississippi	347,58	*	--
25	MO Missouri	4,295,800	4,294,898	0
26	MT Montana	2,084,775	2,288,185	10
27	NE Nebraska	419,000	421,000	0
28	NV Nevada	1,160,000	1,210,000	4
29	NH New Hampshire	1,000,000	633,000	-37
30	NJ New Jersey	3,762,000	3,142,365	-16
31	NM New Mexico	1,502,800	1,177,288	-22
32	NY New York	6,788,700	3,016,700	-56
33	NC North Carolina	2,240,700	2,309,124	3
34	ND North Dakota	385,000	620,000	61
35	OH Ohio	1,093,500	440,000	-60
36	OK Oklahoma	2,127,997	1,822,638	-14
37	OR Oregon	575,482	380,000	-34
38	PA Pennsylvania	3,110,800	3,043,000	-2
39	RI Rhode Island	1,125,000	1,250,000	11
40	SC South Carolina	2,985,000	3,440,211	15
41	SD South Dakota	1,600,000	1,617,000	1
42	TN Tennessee	3,000,000	1,625,000	-46
43	TX Texas	5,384,521	5,987,993	11
44	UT Utah	1,722,800	1,465,279	-15
45	VT Vermont	744,500	758,000	2
46	VA Virginia	3,070,613	5,310,000	73
47	WA Washington	448,162	211,950	-53
48	WV West Virginia	1,825,000	2,325,000	27
49	WI Wisconsin	3,503,300	3,606,183	3
50	WY Wyoming	1,469,613	*	--
TOTAL**		118,571,914	110,741,222	-6.6%
AVERAGE**		2,522,807	2,356,196	

*Not reported.

**Total, average and percent change calculations based on 47 comparable states only.

See Table J for total and average 1990-91 advertising budget based on data from all 50 states.

State representatives were requested to categorize their media purchase budget according to the advertising media to be used. Forty states provided a complete media purchase breakdown by six categories, with the average amount budgeted per medium detailed in Table I.

The D.C. Committee to Promote Washington reported a 1991-92 media purchase budget \$980,000, split between newspaper and magazine advertising. Puerto Rico budgeted \$226,800 for domestic media purchase, split among magazine, newspaper, radio and TV advertising. Marianas Island did not plan to spend any of the 1991-92 allocation on domestic advertising.

Twenty-three travel offices included solicitation of conventions in their 1991-92 general promotion budget. On average, states dedicated \$115,024 (41) for participation in travel shows during 1991-92. Of the 46 state offices reporting the number of travel shows they participated in, the average, including domestic, international, consumer and trade shows, was 16.

Forty-one states were able to estimate their foreign promotion and media purchase budget for 1991-92. As shown in the tables "Budget -- 1991-92 Advertising", these budgets ranged from \$15,000 to \$3,707,950, with an average of \$365,771 per state. A few states noted that the Canadian market is included in domestic totals.

TABLE I: ANNUAL PERCENT CHANGE IN MEDIA PURCHASE BUDGETS, BY MEDIUM

MEDIUM	1990-91 AVERAGE	1991-92 AVERAGE	ANNUAL PERCENT CHANGE
	ACTUAL BUDGET	ACTUAL BUDGET	
Magazine	620,151 (43)	630,124 (40)	1.6%
Newspaper	233,343 (31)	229,966 (26)	-1.4
Television	988,528 (34)	913,029 (31)	-7.6
Radio	175,571 (19)	129,963 (22)	-26.0
Outdoor	54,572 (7)	89,950 (8)	64.8
Other	187,005 (15)	221,861 (12)	18.6

Note: Number of states reporting is given in parentheses.

A five-year summary comparison of advertising budgets is presented in Table J. Actual averages for fiscal years 1987-88 through 1989-90 provided by the states, compiled from the three preceding surveys, are compared with actual 1990-91 and projected 1991-92 aggregate advertising figure.

TABLE J: FIVE-YEAR COMPARISON OF ADVERTISING BUDGETS

<u>FISCAL YEAR</u>	<u>TOTAL ADV. BUDGET</u>	<u>AVERAGE ADV. BUDGET</u>	<u>ANNUAL PERCENT CHANGE</u>
1987-88	\$112,818,952	\$2,256,379 (50)	2.6%
1988-89	122,462,870	2,551,310 (48)	13.1
1989-90	120,906,636	2,418,133 (50)	-5.2
1990-91	122,274,116	2,445,482 (50)	1.1
1991-92*	110,741,222	2,356,196 (47)	-6.6**

*Projected advertising budgets for 1991-92.

** Percent change based on 47 comparable states only.

Note: Number of states reporting given in parentheses.

GENERAL PROMOTION

Special travel promotion themes or slogans for 47 states are listed in "General Promotion -- Table 1." Note that some states use more than one slogan in their promotional efforts.

Seven states operate out-of-state information centers within the United States. While only a small percentage of states operate these out-of-state information centers, 26 states, the District of Columbia and the territories operate foreign tourist information centers, mainly in Japan, Canada, Germany, England and Belgium.

Forty-four state travel offices, the District of Columbia and Puerto Rico offer some type of toll-free number. Nineteen states and the District of Columbia report using a different toll-free number for inquiries resulting from advertising. Some of the toll-free lines are seasonal or dedicated to providing specific travel information, such as weather or event updates. Only five states reported not hosting an annual state travel conference. Among the state offices which do host an annual state travel conference, April, May, September and October are popular months in which they are held.

PACKAGE TOURS

Survey results indicate that eighteen states published and distributed a package tour catalog in 1990. Twenty-four states planned to do the same in 1991. Nineteen states conducted familiarization tours relative to those given in their package tour catalogs in 1990. Twenty-four states planed familiarization tours during 1991. Thirty states noted that their travel office budget includes funds for development and/or promotion of package tours and 37 states have at least one staff member assigned to tour package development.

PRESS AND PUBLIC RELATIONS

All but one state travel offices have a designated public relations or press information officer as shown in "Press and Public Relations -- Table 1." In addition, all but two states publish a travel-related newsletter which, in most states is published either quarterly, monthly or bi-monthly. Forty-four states and the District of Columbia estimate that at least one-half of their publicity efforts are directed to an out-of-state audience. On average, states hosted eleven press tours in 1990. In the same year, an average of 53 press or travel writers were taken on these tours.

Puerto Rico and Marianas Island indicated that almost all of their publicity is directed out-of-state, 98 percent and 90 percent, respectively. Puerto Rico gave 85 tours for press or travel writers in 1990 and Guam gave 22. The number of press or travel writers taken on those tours totaled 290 in Puerto Rico and 116 in Guam.

RESEARCH

The tables in the "Research" section describe many of the research projects undertaken by the state travel offices. One or more staff members are currently dedicated to travel research in 42 states and the District of Columbia and Puerto Rico. Fourteen states and Puerto Rico now list a staff member who has research as a full-time responsibility.

Most states conduct detailed research studies in addition to their ongoing data gathering projects. Studies reportedly are conducted solely or jointly by the travel office, another state agency, an advertising agency, outside research firms or university research centers. As outlined in "Research -- Table 1," states reported conducting the following types of studies during 1990-91. One study could cover more than one of these objectives:

<u>Type of Study Conducted in 1990-91</u>	<u>Number of States</u>
Economic Impact	35
Advertising Effectiveness/Conversion	30
State Visitor Profile	17
Consumer Attitude/Awareness/Image	25

The District of Columbia conducted an economic impact and a visitor profile study during 1990-91. Puerto Rico conducted a visitor profile study only. Guam conducted an advertising effectiveness/conversion study, a consumer awareness/attitude/image study and a visitor profile study.

In addition to these types of studies, 23 states specified other research projects, described under additional comments in "Research -- Table 2." Ongoing travel data gathering projects for 49 states and the District of Columbia are detailed in this table as well. These programs include counts and surveys of welcome center visitors, motor vehicle counts, collection of data on travel-related business receipts and visitation at state facilities and private attractions.

State travel offices were asked to identify major problems facing tourism development in their respective states. As in past years, the majority of states shared common concerns. Frequently mentioned limitations include:

- lack of recognition for tourism as a major factor in the state's economy
- budgetary or other funding constraints
- current economic conditions
- increased competition from other states and foreign destinations
- fears that tourism will displace existing lifestyle in the state
- lack of adequate infrastructure or resources
- concerns over transportation accessibility
- lack of cooperation among travel industry segments within state

WELCOME CENTERS

Many types of state welcome centers are described in "Welcome Centers -- Tables 1 and 2." As noted in the tables, some welcome centers receive funding exclusively from state travel offices while others receive funding from outside sources. Information included covers highway welcome centers which are usually constructed by a state's transportation department and operated by a state's travel office; highway rest areas which may also provide tourist information services; and visitor or information centers which usually promote a city or region within the state.

Forty-seven states operate approximately 612 state welcome centers. An estimated 79 percent of these centers are permanent facilities and are open year-round. On the average, each state operates 13 facilities. However, estimates range from one center in Arizona to 190 centers in Washington state. The District of Columbia operates one permanent visitor center. Marianas Island operates 2 permanent visitor centers while Puerto Rico operates 3.

Forty-eight states reported the provision of funds to operate, at least in part, their welcome centers. Eighteen states cover 100 percent of operational costs for highway welcome centers in their state. The 40 states which supply all or some funding for their welcome centers report that the funds are allocated as follows:

<u>Funds Allocated For:</u>	<u>States</u>	<u>Percent</u>
Staffing	40	100%
Staff Training	38	95
Internal Furnishing	31	78
Travel Literature/Brochures	31	78
Internal Maintenance/Upkeep	29	73
Property Maintenance/Upkeep	20	50
Renovation/Major Repair	15	38
Construction	7	18

Forty-two states report receiving funding for welcome centers from outside sources. Highway or transportation departments were cited by 37 states as a source of outside funding for welcome centers. City/county governments, chambers of commerce and convention and visitor bureaus were also cited as sources of funding.

Most states collect statistics on visitor volumes at state welcome centers and collection methods are listed in "Welcome Centers -- Table 2." The methods vary and include logs of visitors requesting information or otherwise interacting with staff members; guest signature books; vehicle counts combined with travel party size estimates; and on-site surveys.

SURVEY RESPONSES



State	State Agency Responsible for Travel Development	Breakdown and Size of Travel Office Staff			State Travel Director	Length of Service as of July 1991	Position Appointed?	Under Civil Service?
			Full-time	Part-time		As Director in Agency	Appointed by Whom?	
AL	Alabama Bureau of Tourism & Travel 532 S. Perry St. Montgomery, AL 36104-4614 205/261-4169	Prof./Mgmt. Cler./Sec. Welcome Center TOTAL	11 9 41 61	1 1	Lisa Walsh Shivers Director	4 years 6 months 4 years 6 months	Yes Governor	No*
AK DOT	Alaska Division of Tourism P.O. Box 110801 Juneau, AK 99811-0801 907/465-2012	Prof./Mgmt. Cler./Sec. Welcome Center TOTAL	8 7 1 16	 3 3	Connel Murray Director	 New (9/91)	Yes Governor	No
AK ATMC	Alaska Tourism Marketing Council 3601 C Street, Suite 700 Anchorage, AK 99503	Prof./Mgmt. Cler./Sec. TOTAL	1 1 2		Tina Lindgren Executive Director	 New (8/91)	Yes ATMC Board	No
AZ	Arizona Office of Tourism 1100 W. Washington Phoenix, AZ 85007 602/542-8687	Prof./Mgmt. Cler./Sec. Welcome Center Intern/student TOTAL	9 7 3 19	 2 2	Frank Plencner Acting Director	4 months 4 months	Yes Governor	No
AR	Arkansas Department of Parks & Tourism One Capitol Mall Little Rock, AR 72201 501/371-1087	Prof./Mgmt. Cler./Sec. Welcome Center TOTAL	18 8 38 64	1 1	Joe Rice Director	10 years 3 months 4 years 3 months	No	No
CA	Office of Tourism 801 K Street, Suite 1600 Sacramento, CA 95814-3523 916/322-1396	Prof./Mgmt. Cler./Sec. Other TOTAL	5 4 1 10	 1 1 2	John Paimiroo Director	 (New) (2/92)	Yes Governor	No
CO	Colorado Tourism Board 1625 Broadway Denver, CO 80202 303/592-5410	Prof./Mgmt. Cler./Sec. Welcome Center TOTAL	11 4 6 21		Rich Meredith Executive Director	7 years 5 months 2 year 5 months	No	Yes
CT	Connecticut Department of Economic Development Tourism Division 865 Brook Street Rocky Hill, CT 06067 203/258-4286	Prof./Mgmt. Cler./Sec. Welcome Center Intern/student TOTAL	8 5 1 14	 20 2 22	Barnett Laschever Director	16 years 8 months 16 years 8 months	No	Yes
DE	Delaware Tourism Office 99 Kings Highway P.O. Box 1401 Dover, DE 19903 302/736-4254	Prof./Mgmt. Cler./Sec. TOTAL	3 1 4		Catherine Wheeler Director of Tourism	7 years 4 months 7 years	No	No
DC CVA	Washington DC Convention & Visitors Association 1212 New York Avenue, NW Washington, D.C. 20005 202/789-7000	Prof./Mgmt. Cler./Sec. Welcome Center TOTAL	4 4 2 10		Marie Levin Tibor Director of Tourism	9 years 7 years		No

See "General Administration - Table 2" for explanatory notes

State	State Agency Responsible for Travel Development	Breakdown and Size of Travel Office Staff		State Travel Director	Length of Service as of July 1991 As Director in Agency	Position Appointed? Appointed by Whom?	Under Civil Service?
		Full- time	Part- time				
DC COMM	D.C. Committee to Promote Washington 415 12th St., N.W. Room 312 Washington, D.C. 20004 202/724-4091	Prof./Mgmt. Cler./Sec. Intern/student TOTAL	7 2 9	Deirdre Daly Director	7 years 7 years	No	Yes
FL	Florida Div. of Tourism Collins Building Tallahassee, FL 32301 904/488-5607	Prof./Mgmt. Cler./Sec. Welcome Center Sales Intern/student Other TOTAL	20 18 39 25 10 112	R. Barry Kenney Director	3 months 3 months	Yes Secretary of Commerce	No
GA	Georgia Department of Industry, Trade and Tourism 285 Peachtree Center Ave. Atlanta, GA 30301 404/656-3590	Prof./Mgmt. Cler./Sec. Welcome Center TOTAL TOTAL	22 7 88 117 30	Hanna Ledford Deputy Commissioner for Tourism	22 years 3 months 8 years 4 months	Yes Commissioner of Department	No
HI STO	Hawaii Tourism Office Grosvenor Center 737 Bishop Street Mauka Tower #1900 Honolulu, HI 96813 808/586-2550	Prof./Mgmt. Cler./Sec. TOTAL	5 2 7	Barbara Kim Stanton Deputy Director of Tourism	4 years 6 months 5 months	Yes Governor	No
HI HVB	Hawaii Visitors Bureau 2270 Kalakaua Avenue Suite 800 Honolulu, HI 96815 808/923-1811	Prof./Mgmt. Cler./Sec. Sales Welcome Center Intern/student Other TOTAL	42 35 5 3 8 93	Stanley Hong President	7 years 7 years	Yes HVB Board of Directors	No
ID	Division of Travel Promotion Department of Commerce Statehouse, Room 108 Boise, ID 83720	Prof./Mgmt. Cler./Sec. Intern/student Admin./Accounting TOTAL	5 3 2 10	Carl Wilgus Director	4 years 4 months 4 years 4 months	Yes Depart. of Comm. Dir.	No No
IL	Illinois Office of Tourism State of Illinois Center 100 W. Randolph #3-400 Chicago, IL 60601 312/814-4732	Prof./Mgmt. Cler./Sec. Welcome Center Intern/student TOTAL	14 10 60 84	Donna Shaw Deputy Director	 New (9/91)	Yes Governor	No
IN	Tourism Development Div. Indiana Commerce Center One North Capitol #700 Indianapolis, IN 46204 317/232-8860	Prof./Mgmt. Cler./Sec. Welcome Center Sales Intern/student TOTAL	7 3 9 1 4 24	Denise Miller Director	2 year 6 months 2 year 6 months	Yes Lieutenant Governor	No

See "General Administration - Table 2" for explanatory notes

GENERAL ADMINISTRATION - TABLE 1

State	State Agency Responsible for Travel Development	Breakdown and Size of Travel Office Staff		State Travel Director	Length of Service as of July 1991 As Director in Agency	Position Appointed? Appointed by Whom?	Under Civil Service?
		Full-time	Part-time				
IA	Division of Tourism Iowa Department of Economic Development 200 East Grand Des Moines, IA 50309 515/242-4705	Prof./Mgmt. 6 Cler./Sec. 2 Admin. Welcome Center Intern/student TOTAL 8	15 1 16	David Reynolds Division Administrator	3 years 2 months 3 years 2 months	No	No
KS	Kansas Department of Travel & Tourism 400 W. 8th, Suite 500 Topeka, KS 66603 913/296-2009	Prof./Mgmt. 7 Cler./Sec. 5 Welcome Center 11 TOTAL 23	2 10 12	Greg Glistrap Director	5 months 5 months	Yes Governor	No
KY	Department of Travel Development Capital Plaza Tower 22nd Floor Frankfort, KY 40601 502/564-4930	Prof./Mgmt. 19 Cler./Sec. 14 Welcome Center 17 Sales 10 Interns/student 1 TOTAL 61	6 4 10	Dan Bennett Deputy Commissioner	New (1/92)	Yes Governor	No
LA	Louisiana Office of Tourism P. O. Box 94291 Baton Rouge, LA 70804-9291 504/925-3850	Prof./Mgmt. 17 Cler./Sec. 6 Welcome Center 36 Sales 6 Other 3 TOTAL 68	5 30 2 37	Vacant		Yes Lieutenant Governor	No
ME	Department of Economic & Community Development Office of Tourism 189 State Street Augusta, ME 04333 207/289-5710	Prof./Mgmt. 5 Cler./Sec. 1 TOTAL 6		Hilary Sinclair Deputy Commissioner for Tourism	4 years 2 years 6 months	Yes Governor or Commissioner	No
MD	Maryland Office of Tourism Development 217 E. Redwood, Suite 901 Baltimore, MD 21202 301/333-6611	Prof./Mgmt. 12 Cler./Sec. 3 Welcome Center 5 Other 10 TOTAL 30	3 3 3	George Williams Director	1 year 5 months 1 year 5 months	Yes Governor	No
MA	Office of Travel & Tourism 100 Cambridge St., 13th Floor Boston, MA 02202 617/727-3201	Prof./Mgmt. 10 Cler./Sec. 6 Welcome Center 2 Intern/student 3 TOTAL 21	1 2 2 5	Sarah Graham Mann Director	5 months 5 months	Yes Governor	No
MI	Michigan Travel Bureau Department of Commerce P.O. Box 30226 Lansing, MI 48909 517/373-0670	Prof./Mgmt. 21 Cler./Sec. 10 TOTAL 31		Vacant		Yes Depart. of Comm. Dir.	Yes
MN	Department of Trade & Economic Development Office of Tourism 375 Jackson - 250 Skyway St. Paul, MN 55101 612/296-2755	Prof./Mgmt. 31 Cler./Sec. 8 Welcome Center 15 TOTAL 54	3 8 52 63	Henry Todd Director	18 years 1 month 13 years 3 months	Yes Governor	No

See "General Administration - Table 2" for explanatory notes

State	State Agency Responsible for Travel Development	Breakdown and Size of Travel Office Staff		State Travel Director	Length of Service as of July 1991	Position Appointed?	Under Civil Service?
		Full- time	Part- time		As Director in Agency	Appointed by Whom?	
MS	Department of Economic Development Tourism Division P. O. Box 849 Jackson, MS 39205 601/359-3297	Prof./Mgmt. Cler./Sec. Welcome Center Film Promotion TOTAL	6 5 37 2 50	John Horhn Associate Director	2 year 7 months 2 years 7 months	Yes Agency Director & Governor	No
MO	Missouri Div. of Tourism Truman Building P.O. Box 1055 Jefferson City, MO 65102 314/751-4133	Prof./Mgmt. Cler./Sec. Welcome Center TOTAL	10 5 21 36	Marjorie Beenders Director	8 years 6 months 8 years 6 months	No	No
MT	Montana Promotion Division Department of Commerce Helena, MT 59620-0411 406/444-2654	Prof./Mgmt. Cler./Sec. TOTAL	14 4 18	Sandra Guedes Travel Director	5 years 1 year	No	No
NE	Division of Travel & Tourism Department of Econ. Develop. 301 Centennial Mall South P. O. Box 94666 Lincoln, NE 68509 402/471-3800	Prof./Mgmt. Cler./Sec. Welcome Center TOTAL	5 4 2 11	Peggy Briggs Director	8 years 4 months 7 years	No	Yes
NV	Commission on Tourism Capital Complex Carson City, NV 89710 702/687-4322	Prof./Mgmt. Cler./Sec. TOTAL	7 6 13	Bob Barker Executive Director	1 year 9 months 1 year 9 months	Yes Governor	No*
NH	Office of Vacation Travel 172 Pembroke Road P.O. Box 856 Concord, NH 03301 603/271-2685	Prof./Mgmt. Cler./Sec. Interns/students TOTAL	3 3 6	Christopher Jennings Travel Director	1 year 9 months 1 year 9 months	No	Yes
NJ	Division of Travel & Tourism Twenty West State St. CN-826 Trenton, NJ 08625 609/292-2470	Prof./Mgmt. Cler./Sec. Welcome Center Other TOTAL	12 7 13 2 34	Eugene Dilbeck Director	1 year 1 month 1 year 1 month	Yes Governor	No
NM	Department of Tourism 110 St. Francis Dr. Santa Fe, NM 87503. 505/827-0295	Prof./Mgmt. Cler./Sec. Welcome Center TOTAL	10 4 28 42	Buz Bainbridge Director	6 months 6 months	Yes Governor	Yes
NY	Division of Tourism Dept. of Economic Develop. One Commerce Plaza Albany, NY 12245 518/473-0715			Vacant			

See "General Administration - Table 2" for explanatory notes

GENERAL ADMINISTRATION - TABLE 1

State	State Agency Responsible for Travel Development	Breakdown and Size of Travel Office Staff			State Travel Director	Length of Service as of July 1991	Position Appointed?	Under Civil Service?
			Full-time	Part-time		As Director In Agency	Appointed by Whom?	
NC	Div. of Travel & Tourism Department of Commerce 430 N. Salisbury St. Raleigh, NC 27611 919/733-4171	Prof./Mgmt. Cler./Sec. Welcome Center Intern/student TOTAL	12 12 40 1 64	3 5 1 9	Richard Trammell Director	2 year 2 months 2 year 2 months	Yes Governor	No
ND	North Dakota Tourism Promotion Liberty Memorial Bldg. 600 East Boulevard Bismarck, ND 58505 701/224-2525	Prof./Mgmt. Cler./Sec. Welcome Center Other TOTAL	5 3 2 10	28 28	Jim Fuglie Tourism Director	6 years 6 years	Yes Governor	No
OH	Division of Travel & Tourism Ohio Department of Development P. O. Box 1001 Columbus, OH 43266-0101 614/466-8844	Prof./Mgmt. Cler./Sec. Welcome Center Sales Other TOTAL	7 4 1 1 7 20		George Zimmerman Director	New (10/91)	Yes Dept. of Dev. Director	No
OK	Oklahoma Tourism & Recreation Dept. Div. of Travel & Tourism 505 Will Rogers Bldg. Oklahoma City, OK 73105 405/521-2406	Prof./Mgmt. Cler./Sec. Welcome Center TOTAL	17 12 31 60	4 21 25	Kathleen Marks Director	1 year 6 months 1 year 6 months	Yes Executive Dir. of Tour. & Rec.	No
OR	Tourism Division Economic Development Dept. 595 Cottage St., NE Salem, OR 97310 503/373-1270	Prof./Mgmt. Cler./Sec. Welcome Center Intern/student TOTAL	5 4 * 9	1 * 1 2	Joe D'Alessandro Director	New (11/91)	Yes Governor**	No
PA	Travel Marketing Bureau Department of Commerce Forum Bldg. Harrisburg, PA 17120 717/787-5453	Prof./Mgmt. Cler./Sec. TOTAL	4 2 6		Mark Hoy Director	2 years 3 months 2 years 3 months	Yes Secretary of Commerce	No
RI	Department of Economic Development 7 Jackson Walkway Providence, RI 02903 401/277-2601	Prof./Mgmt. Cler./Sec. Welcome Center Intern/student TOTAL	6 1 5 12	4 10 14	David DePetrillo Director	17 years 8 years 3 months	Yes Director of Economic Development	No
SC DOT	Department of Parks, Recreation & Tourism Division of Tourism 1205 Pendleton St., #113 Columbia, SC 29201 803/734-0135	Prof./Mgmt. Cler./Sec. Welcome Center Sales Intern/student TOTAL	12 7 41 3 63	9 1 1 10	Marion Edmonds Director	13 years 4 months	No	No*

See "General Administration - Table 2" for explanatory notes

State	State Agency Responsible for Travel Development	Breakdown and Size of Travel Office Staff			State Travel Director	Length of Service as of July 1991	Position Appointed?	Under Civil Service?
			Full-time	Part-time		As Director in Agency	Appointed by Whom?	
SC DIM	Department of Parks, Recreation & Tourism International Marketing SCRPT 1205 Pendleton St. Suite 522 Columbia, SC 29201 803-734-0129	Prof./Mgmt. Cler./Sec. Intern/student TOTAL	3 1 2 6		Robert Liming Director	12 years 6 months 7 months	No	No
SD	South Dakota Department of Tourism Capitol Lake Plaza 711 Wells Ave. Pierre, SD 57501 605/773-3301	Prof./Mgmt. Cler./Sec. Sales Welcome Center Intern/student TOTAL	11 3 4 5 18	2 5 37 5 49	Susan Edwards Secretary of Tourism	10 years 6 months 10 years 6 months	Yes Governor	No
TN	Tennessee Department of Tourist Development 320 Sixth Avenue North Fifth Floor Nashville, TN 37219 615/741-2159	Prof./Mgmt. Cler./Sec. Welcome Center Sales TOTAL	13 16 116 3 148		Sandra Fulton Commissioner	4 years 10 months 4 years 10 months	Yes Governor	No
TX DOT	Texas Department of Transportation Travel & Information Div. 11th & Brazos Streets Austin, TX 78701 512/463-8601	Prof./Mgmt. Cler./Sec. Welcome Center TX HWYS Magazine* TOTAL	15 6 45 22 88	10 9 19	J. Don Clark Director	14 years 1 month 5 years	Yes Director of Transport. Department	No
TX TOUR	Tourism Division TX Department of Commerce Box 12728 Austin, TX 78711 512/462-9191	Prof./Mgmt. Cler./Sec. TOTAL	19 8 27	1 1 2	Dianne Mendoza Freeman Director	 1 month	No	Yes
UT	Division of Travel Development Council Hall/Capitol Hill Salt Lake City, UT 84114 801/538-1030	Prof./Mgmt. Cler./Sec. Sales Welcome Center Interns/students TOTAL	10 2 1 5 2 18	2 2 10 2 16	Jay Woolley Director	6 years 4 months 6 years 4 months	Yes Governor	Yes
VT	Agency of Development & Community Affairs Vermont Travel Division 134 State Street Montpelier, VT 05602 802/828-3236	Prof./Mgmt. Cler./Sec. Welcome Center Intern/student TOTAL	5 7 8 1 20	1 6 1 8	Donald Lyons Director	29 years 3 months 29 years 3 months	Yes Undetermined	No
VA	Dept. of Economic Development Tourism Development Group 1021 E. Cary Street Richmond, VA 23219 804/786-2051	Prof./Mgmt. Cler./Sec. Welcome Center Sales Other TOTAL	15 11 20 3 3 52*	2 1 3	Patrick McMahon Director of Tourism	6 years 1 month 6 years 1 month	Yes Director, Econ. Dev. Dept.	No

See "General Administration - Table 2" for explanatory notes

State	State Agency Responsible for Travel Development	Breakdown and Size of Travel Office Staff		State Travel Director	Length of Service as of July 1991 As Director in Agency	Position Appointed? Appointed by Whom?	Under Civil Service?
		Full-time	Part-time				
WA	Trade & Economic Develop. Tourism Development Division 101 General Admin. Bldg. AX-1 Bldg. AX-13 Olympia, WA 98504-0613 206/ 753-5600	Prof./Mgmt. 10 Cler./Sec. 4 Intern/student 2 TOTAL 14 2	2	John Savich Director	New (11/91)	Yes Department Director	No
WV	West Virginia Division of Tourism and Parks 2101 Washington Street, East Charleston, WV 25305 304/348-2286	Prof./Mgmt. 1 Clerical 2 Welcome Centers 16 22 Sales 5 Interns/students 1 Other 19 TOTAL 30 42	1	John Brown, Jr. Commissioner	2 year 1 month 2 year 1 month	Yes Governor	No
WI	Division of Tourism Development 123 W. Washington Avenue Madison, WI 53702 608/266-7621	Prof./Mgmt. 16 Cler./Sec. 3 2 Welcome Center 16 28 TOTAL 35 30	2	Bob Trunzo Acting Administrator	6 months 6 months	Yes Governor	No
WY	Wyoming Travel Commission Frank Norris Jr. Travel Center Cheyenne, WY 82002 307/777-7777	Prof./Mgmt. 10 Cler./Sec. 7 Welcome Center 1 1 TOTAL 18 1	1	Gene Bryan Director	10 years 5 months 3 years 8 months	Yes Dir. of Comm. Dept.	No
CM	Marianas Visitors Bureau P.O. Box 861 Saipan, CM Marianas Island, 96950 670/234-8325	Prof./Mgmt. 7 Cler./Sec. 2 Welcome Center 1 Sales 3 Intern/Student 2 Other 37 TOTAL 50 2	2	Benet Seman Managing Director	9 years 7 months 1 year 6 months	Yes Board of Directors	No
GU	Guam Visitor Bureau 1270 N. Marine Drive Unit 201-205 2nd Floor Boon's Bldg. Upper Tumon, Guam 96911	Prof./Mgmt. 25 Cler./Sec. 5 TOTAL 30		Joey Cepeda General Manager	8 years 2 months 6 years 2 months	Yes Board of Directors	No
PR	Puerto Rico Tourism Company La Princesa Old Bldg. #2 La Princesa Drive Old San Juan, Station San Juan, PR 00902 809/725-4417	Prof./Mgmt. 166 Cler./Sec. 170 Welcome Center 14 Sales 35 Other 44 TOTAL 429		Miguel Domenech Director	6 years 6 months	Yes Board of Directors	Yes

See "General Administration - Table 2" for explanatory notes

State	Chief Assistant to Travel Director	Period of Service as Assistant	Assistant Under Civil Service?	Rest of Staff Under Civil Service?	Name of Department or Agency of Which State Travel Office is a Part	Additional Comments
AL	Michael Mitchell Assistant Director	4 years 6 months	No	Yes	None*	Director is a Cabinet-level position. *The Bureau of Tourism & Travel is an independent state agency. It is not under any other state agency.
AK DOT	Wendy Wolf Deputy Director	1 year 6 months	No	Yes	Department of Commerce & Economic Development	Legislation was passed in the 1998 session creating the Alaska Tourism Marketing Council with primary responsibility for conducting domestic marketing programs for Alaska. Director of Tourism chairs the Council.
AK ATMC	Vacant Marketing Coordinator		No	No	Department of Commerce & Economic Development	See comments above.
AZ	Michael Leyva Deputy Director	3 years	No	No		
AR	Judy Slough Assistant Tourism Director	3 years 4 months	No	No	Department of Parks and Tourism	The Tourism Division is one of five divisions in the Department of Parks and Tourism. The Dept. is under a 13 member commission. Also, the History Commission, Great River Road and Museum Services have separate commissions. Each division has a director and the Executive Director of Parks and Tourism is a member of the Governor's Cabinet.
CA	Caroline Petersen Deputy Director	3 months	No	Yes	Department of Commerce	
CO	None			Yes	Department of Local Affairs	The Deputy Director position has been phased out.
CT	Vacant		Yes	Yes	Department of Economic Development	Some 50 members of Retired Sr. Volunteers help staff highway welcome centers and two info. booths at Bradley Int'l Airport.
DE	Gigi D. Windley Director of Tourism Marketing	6 years 3 months	No	No	Development Office	Interns/students augment staff when available and appropriate.
DC CVA	Thomas Murphy Public Relations Manager	7 years	No	No		
DC COMM	Tom Collier Director, Golden Washingtonian Club Sharon Drake Advertising Program Manager	4 years 3 months	N/A N/A	Yes	D.C. Office of Business and Economic Development	The Chief Assistant to the Travel Director is Marketing Director for D.C.'s "Golden Washingtonian Club" a retail discount program for the mature market. The discounts are promoted nationally to any visitor 60 or older.

State	Chief Assistant to Travel Director	Period of Service as Assistant	Assistant Under Civil Service?	Rest of Staff Under Civil Service?	Name of Department or Agency of Which State Travel Office is a Part	Additional Comments
FL	None*			Some	Department of Commerce	*Position deleted.
GA	Vacant				Department of Industry, Trade and Tourism	The Dept. of Industry, Trade and Tourism includes divisions that promote economic development through tourism, film location, industrial development and int'l trade.
HI STO	Muriel A. Anderson Manager-Office of Tourism	5 months	Yes	Yes	Department of Business, Economic Development, and Tourism	The State Tourism Office was recently reorganized. Previously part of the Industry Promotion Division, it is now a staff office to the Director's office.
HI HVB	Eugene T. Cottler Senior Vice President Marketing	9 years 7 months	No	No	Department of Business & Economic Development	The Hawaii Visitors Bureau is a private, nonprofit corporation under contract to the State of Hawaii. HVB is responsible for coordinating all state tourism advertising, disseminating promotional literature, and conducting research about visitors to Hawaii.
ID	None			Yes	Department of Commerce	
IL	Susan Jacobs Ad Manager	8 years 5 months	Yes	Yes	Department of Commerce & Community Affairs	
IN	Carolyn Aliamas Deputy Director	2 year 4 months	No	No	Department of Commerce	
IA	Nancy Landess Marketing Manager	3 years 2 months		Clerical staff only	Department of Economic Development	The Tourism Division is one division in the state's Economic Development Agency. A board of 11 directors, appointed by the governor, sets policy for the whole agency and has final approval over any programs the agency proposes to undertake.
KS	Mary Lou McPhail Assistant Director	2 year 8 months	Yes	Yes	Department of Commerce	
KY	Vacant		No	Yes*	Tourism Cabinet	*Except for 6 non-merit employees, all employees in the department are covered by state merit system which is equivalent to civil service.
LA	Bob Dudden Deputy Assistant Secretary	17 years	Yes	Yes	Department of Culture, Recreation & Tourism Office of Lt. Governor	
ME	Nathaniel Bowditch Assistant Director of Tourism	2 year 6 months	No	Mixed*	Department of Economic and Community Develop.	*Professional staff are appointed; support staff are classified state employees.
MD	Vacant*			Yes	Department of Economic & Employment Development	*No chief assistant, but three group managers.

State	Chief Assistant to Travel Director	Period of Service as Assistant	Assistant Under Civil Service?	Rest of Staff Under Civil Service?	Name of Department or Agency of Which State Travel Office is a Part	Additional Comments
MA	Jonathan Hyde Deputy Director	1 year 8 months	No	Mixed	Executive Office of Economic Affairs	
MI	Vacant Deputy Director		Yes	Yes	Department of Commerce	Positions of Director and Deputy Director are currently vacant.
MN	Richard Haskett* Deputy Director	1 year 1 month	Yes	Yes	Department of Trade & Economic Development	*Twenty years of Government experience as marketing director, international trade director, division director.
MS	Suzanne Singletary Manager of Tourism Services	2 years 7 months	No	Yes	Department of Economic & Community Development	
MO	None*					*Assistant Director's position was abolished by the Commission due to budget limitations.
MT	Gail Brockbank	8 months	No	No	Department of Commerce	
NE	Todd Kirshenbaum Deputy Director	9 months	Yes	Yes	Department of Economic Development	
NV	Richard Moreno Director of Advertising and Public Relations	2 years	No	Mixed*	Commission on Tourism	*Professional positions unclassified, clerical positions classified.
NH	Andrea Tindal Assistant Director	1 year 9 months	Yes	Yes	Division of Economic Development	
NJ	Patricia Little	8 months	No	Mixed*	Department of Commerce and Economic Development	*There are both appointed and civil service staff positions.
NM	Marsha Adams Deputy Secretary	6 months	Yes	Yes	Department of Tourism	This position was recently created and is designated Deputy Secretary. This person reports directly to the Secretary.
NC	None			No	Department of Economic & Community Development	
ND	Tracy Potter Assistant Director	2 years 1 month	Yes	Yes	Parks and Tourism Department	
OH	Gene Matheny Assistant Deputy Director	5 years 8 months	No	56%	Department of Development	

State	Chief Assistant to Travel Director	Period of Service as Assistant	Assistant Under Civil Service?	Rest of Staff Under Civil Service?	Name of Department or Agency of Which State Travel Office is a Part	Additional Comments
OK	Jim Buratti	6 months	No	Yes	Tourism & Recreation Department	The department is organized into 6 divisions: Travel and Tourism, State Resorts, State Parks, Planning and Development, Oklahoma Today Magazine, and Admin. Service with each division having a director. The Executive Director of the department is the cabinet level position (Secretary of Tourism). The total number of authorized employees is 850.
OR	Julie Curtis Assistant Director	3 years 4 months	Yes	Yes	Economic Development Department	*Welcome center employees contracted out. **Director appointed by the Governor in conjunction with Tourism Council and the director of the economic development department.
PA	None				Department of Commerce	
RI	Becky Bovelsky Deputy Director	4 years 9 months	No	Mixed*	Department of Economic Development	*All department employees with exception of clerical are unclassified civil service.
SC DOT	Peggy Smith Assistant Director	7 years	No*	No*	Department of Parks, Recreation & Tourism	*State employees are under a state classification code. They do have job protection to the extent that after a 6-month probation period, dismissal must be with cause. Certain procedures have to be followed, and an employee who has been dismissed can appeal.
SC DIM	Amy Duffy Manager	2 years 6 months	No	No	Department of Parks, Recreation & Tourism	
SD	None			Yes	Department of Tourism	
TN	Sybil Waters Stewart Assist. Commissioner Pam H. Inman Assist. Commissioner	1 year 6 months 4 years 6 months	No No	Majority	The Department of Tourist Development is a cabinet-level department.	The state travel director is a Commissioner. The Assistant Commissioners reporting to her are non-civil service and manage the activities of the department. Management reporting to the Assistant Commissioners are the Director of Welcome Centers, Director of Administrative Services, Director of Communications and Director of Sales.

State	Chief Assistant to Travel Director	Period of Service as Assistant	Assistant Under Civil Service?	Rest of Staff Under Civil Service?	Name of Department or Agency of Which State Travel Office is a Part	Additional Comments
TX DOT	Milton Meharg, Director of Travel Services Section	3 years 11 months	No	No	Texas Department of Transportation	The Texas travel and tourism program is a collateral one which is shared by two state agencies. The Division of Travel and Information of the Texas Department of Transportation (TX-DOT) is responsible for operating the state's highway information centers and production and distribution of the state's family of printed travel literature; production of highway travel information exhibits (info-boards) located in 113 highway rest areas; production and distribution of travel-oriented audio visuals; and compilation and publication of the state's annual survey of auto visitors. *TEXAS HIGHWAYS Magazine is the official travel mag. of the state.
TX TOUR	Vacant		No	No	Department of Commerce	No chief assistant to the Travel Director.
UT	Osamu Hoshino Deputy Director	9 months	Yes	Yes	Department of Community & Economic Development	
VT	J. Gregory Gerdel Chief of Information and Education	10 years 6 months	Yes	Yes	Agency of Development & Community Affairs	
VA	None				Department of Econ. Development	The Assistant Director position has been eliminated.
WA	None					
WV	Julie Kampachor Director of Sales and Marketing	1 year 10 months	No	Yes	Department of Commerce Labor and Environmental Resources	Telemarketing staff are seasonal. Also, there are some seasonal welcome center staff.
WI	Gary Knowles Director, Bureau of Communications Romy Snyder Director, Bureau of Marketing	14 years 1 year 6 months	Yes Yes	Yes	Department of Development	Welcome Center part-time staff are not permanent employees.
WY	Clyde Douglass Assistant Director	14 years 5 months	No	No	None*	*We are now the Division of Tourism within the Dept. of Commerce. We have a 9 member Advisory Commission appointed by the Governor.
CM		1 year 4 months				
PR	Carlos Diago	6 years	Yes	Yes	N/A	

ADVERTISING - TABLE 1

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State	Individual Responsible for Development of Travel Advertising Program Domestic and International	Current Advertising Agency	Years Retained	Does State Have Matching Fund Program for Cooperating Groups?	Included in Budget Rather Than Separate Appropriation?	What is the Matching Formula?
AL	D - Mike Jones Ad Liaison I - Same	Barney & Patrick Advertising, Inc. 306 St. Francis St. P.O. Box 69 Mobile, AL 36601	4 years	Yes	Yes	Figures vary depending on the project. We assist in financing production costs for tourism-related brochures, etc.
AK ATMC	D - Tina Lindgren Executive Director I - Connel Murray Director	Bradley Communications 1840 S. Bragaw Suite 200 Anchorage, AK 99508	3 years 6 months			85% State general funds; 15% industry contribution.
AZ	D - Chuck DeWall Director of Advertising and Community Promotion I - Same	Taylor Advertising 2828 North Central Ave. Phoenix, AZ 85004	4 years	Yes	Yes	Communities with population 0-30,000: 4 to 1; 30,000 - 250,000: 2 to 1; 250,000+: 1 to 1.
AR	D - Joe Rice Director of Tourism I - Judy Slough Assistant Director of Tourism	Cranford, Johnson, Robinson, and Woods 303 W. Capitol Little Rock, AR 72201	14 years	Yes	No	Share frequency discount rates.
CA	D - Caroline Peterson I - Director of Advertising	Not applicable 5500 Greenwood Plaza Blvd. # 200 Denver, CO 80111		No		There is no "formula", but there are cooperating partnerships.
CT	D - Anthony Davenport Director of Communications I - N/A	In-house	N/A	No		Formula varies by project.
DE	D - Gigi Windley Director of Tourism Marketing I - No int'l program	Lyons, Inc. 715 Orange Street Wilmington, DE 19801	10 years	Yes	Yes	Sliding scale from \$500 to \$5,000.
DC CVA	D - Deirdre Daly Director	To be named		No		
DC COMM	D - Sharon Drake Manager I - Deirdre Daly Director	Soghigian & Macuga Advertising 1511 K Street, N.W. Washington, D.C. 20006	5 years	Yes	Yes	Project by project basis with D.C. hotels, and other tourism related organizations and businesses.

See "Advertising - Table 2" for comments and explanatory notes

State	Individual Responsible for Development of Travel Advertising Program Domestic and International	Current Advertising Agency	Years Retained	Does State Have Matching Fund Program for Cooperating Groups?	Included in Budget Rather Than Separate Appropriation?	What is the Matching Formula?
FL	D - R. Barry Kenney Director I - Same	McFarland & Drier 99 S.E. 5th Street Miami, FL 33131	4 years	No		Cooperative ads are negotiated.
GA	D - Gary Womack Advertising Director I - Same	Pringle, Dixon, & Pringle 245 Peachtree Cir, #1500 Atlanta, GA 30303	7 years	Yes	Yes	50-50% match
HI HVB	D - Eugene Cotter Sr. V.P. of Marketing I - Same	Milici Valenti Park Gabriel DDB Needham, Inc. 700 Bishop St., 12th Fl. Honolulu, HI 96813	20 years	No		
ID	D - Carl Wilgus Director I - Same	Elgin, Syferd/Drake Communications 350 N. 9th Street Boise, ID 83707	9 years	Yes	Yes	50% match for winter advertising program only.
IL	D - Donna Shaw Deputy Director I - Same	Ogilvy and Mather	New	Yes	No	The match is determined by the nature of the promotion.
IN	D - Denise Miller Director I - Carolyn McCormick Alamus Deputy Director	McCaffrey and McCall 8888 Keystone Crossing, Suite 900 Indianapolis, IN 46240	1 year	Yes	No	50/50 match applies only to non-profit organizations advertising outside their county or the state.
IA	D - David Reynolds Division Administrator I - Same	Kragie Newell Advertising 2633 Fleur Drive Des Moines, IA 50321	4 years	No	No	
KS	D - Greg Gilstrap Director I - Same	Admark Advertising, Inc. 3630 Burlingame Road, Topeka, KS 66611	New	No		Dollar for dollar
KY	D - Linda Talbott Director, Marketing and Advertising I - Sallie Crawford Director, Tourism Services	Doe-Anderson Advertising 223 East Broadway Louisville, KY 40202	3 years	Yes	Yes	80/20 for regional media advertising; 50/50 for local media advertising.
LA	D - Myra Peak Marketing Director I - Same	Sides & Associates 404 Eraste Landry Road P.O. Box 51954 Lafayette, LA 70505	8 years	Yes	Yes	None

See "Advertising - Table 2" for comments and explanatory notes

State	Individual Responsible for Development of Travel Advertising Program Domestic and International	Current Advertising Agency	Years Retained	Does State Have Matching Fund Program for Cooperating Groups?	Included in Budget Rather Than Separate Appropriation?	What is the Matching Formula?
ME	D - Hilary Sinclair Deputy Commissioner for Tourism I - Same	HHS/Vreeland 103 Main Street P.O. Box 938 Yarmouth, ME 04096	1 year	Yes	Yes	Varies
MD	D - Luwanda Jenkins Manager in State Program I - Pete Chambliss Manager of Marketing	Earle Palmer Brown Cos. 6935 Arlington Road Bethesda, MD 20814	3 years	Yes	Yes	50-50% match
MA	D - Sarah Graham Mann Director I - Same	Houston Effler & Partners, Inc. 280 Newbury St. Boston, MA 02115	New	Yes	No	50-50% match
MI	D - Melinda Remer Director of Marketing I - Same	Contract being rebid.		Yes	No	No co-op ad program
MN	D - Steve Markuson Advertising/Public Relations Director I - Cheryl Offerman Travel Trade Services Manager	Carmichael-Lynch Advertising, Inc. 800 Hennepin Avenue Minneapolis, MN 55403	5 years	No		50-50%; State funds must be matched.
MT	D - Nancy Korizek Consumer Marketing Manager I - N/A	Wendt Advertising 615 2nd Avenue North Great Falls, MT 59403	9 years	No		
NE	D - Peggy Briggs Director	Bailey Lauerman & Assoc. 924 NBC Center Lincoln, NE 68508	7 years	Yes	Yes	50-50%
NV	D - Richard Moreno Dir. of Advertising & Public Relations I - Thomas Tait Dir. of Domestic and International Marketing	R & R Advertising 615 Riverside Dr. Reno, NV 89503	4 years	Yes	Yes	1 to 1
NH	D - Andrea Tindal Assistant Director I - Chris Jennings Travel Director	O'Neil Griffen Body 324 Commercial Street Manchester, NH 03101 Glen Graphics Tin Mine Road Jackson, NH 03846	9 years 1 year	Yes	Yes	50-50% match

See "Advertising - Table 2" for comments and explanatory notes

State	Individual Responsible for Development of Travel Advertising Program Domestic and International	Current Advertising Agency	Years Retained	Does State Have Matching Fund Program for Cooperating Groups?	Included in Budget Rather Than Separate Appropriation?	What is the Matching Formula?
NJ	D - Eugene Dilbeck Director I - Same	Poppe Tyson 201 Littleton Road Morris Plains, NJ 07950	9 years	Yes	Yes	50-50% match
NM	D - Nancy Everest Advertising Manager I - Same	Rick Johnson and Co., Inc. 1120 Pennsylvania NE P.O. Box 4770 Albuquerque, NM 87196	New	Yes	Yes	Varies
NC	D - Richard D. Trammell Director I - Same	Loeffler Ketchum Mountjoy 7401 Carmel Exec. Park Dr. Charlotte, NC 28226	New	Yes	No	Formula varies based on county economic ranking.
ND	D - Jim Fuglie Tourism Director I - Same	G. L. Nees Agency P.O. Box 350 Fargo, ND 58107	4 years	Yes	Yes	Most projects are 1:1; others, specifically multi- community requests may be funded at 2:1.
OH	D - Tim Kauffman Marketing Manager General Market Tim Moore Manager, Public Relation Communication Minority Market I - Tim Kaufmann	(General Market) Hammeroff/Milenthal/Spence One Columbus 10 West Broad St. Columbus, OH 43215 (Minority Market) Forest Grove Advertising 571 Congress Park Drive Centerville, OH 45459	8 years 5 months 7 years 6 months	Yes*	Yes	50% state - 50% partner
OK	D - Kathleen Marks Director I - Same	Ackerman, Hood & McQueen, Inc. 1100 Citizens Plaza 1601 N.W. Expressway Oklahoma City, OK 73118	1 month	Yes	Yes	50-50% match
OR	D - Joe D'Alessandro Director I - Same	Wieden & Kennedy 320 SW Washington Portland, OR 97204	4 years	No	Yes	N/A
PA	D - Mark Hoy Director I - Same	Elkman Advertising and Public Relations 150 Monument Road Bala Cynwyd, PA 19004	4 years	Yes	Yes	Single county: Up to \$2 for each \$1 of local promotional activity. Regional: Up to \$2.25 for each \$1 of local promotional activity.
RI	D - David DePetrillo Director I - Same	Duffy & Shanley 222 Richmond Street Providence, RI 02903	8 years	Yes	Yes	50-50% match with partici- pating regional tourism councils on certain projects
SC DOT	D - Marion Edmonds Director	Leslie Advertising Agency P.O. Box 6168 Greenville, SC 29607	12 years	Yes	Yes earmarked admission	50-50% match for public sector and non-profit entities.

See "Advertising - Table 2" for comments and explanatory notes

State	Individual Responsible for Development of Travel Advertising Program Domestic and International	Current Advertising Agency	Years Retained	Does State Have Matching Fund Program for Cooperating Groups?	Included in Budget Rather Than Separate Appropriation?	What is the Matching Formula?
SC DIM	I - Robert Liming Director	Lee J. Advertising Agency P.O. Box 6188 Greenville, SC 29607	11 years	Yes		
SD	D - Patricia Van Gerpen Creative Director I - Susan Edwards Secretary of Department	Lawrence and Schiller Advertising, Inc. 3932 South Willow Sioux Falls, SD 57105	12 years	Yes	Yes	Varies with specific co-op campaigns.
TN	D - Sybil Waters Stewart Assistant Commissioner I - Same	Walker & Associates, Inc. 1100 Morgan Keegan Tower 50 N. Front Street Memphis, TN 38103	4 years	Yes	Yes	25% state - 75% industry for consumer print advertising.
TX TOUR	D - Vacant Advertising Promotions/Mgr. I - Same	GSD & M One Circle Center 1250 Capital of Texas Hwy Austin, TX 78746	3 years	No		
UT	D - Pam Westwood Industry Development I - Osamu Hoshino Deputy Director	Mike Gallivan, Harris, & Love, Inc. 1800 University Club Bldg. 136 E. So. Temple Salt Lake City, UT 84111 Evans/Salt Lake 375 W. 200 South, #200 Salt Lake City, UT 84101	5 years 3 years	Yes	Yes	\$20,000 each, 50-50% match for 9 regions
VT	D - J. Gregory Gerdel I - Same	Hayes-Harwood Stowe, VT 05672	4 years	Yes	Yes	50-50%, with 25% of state share retained for "umbrella" advertising.
VA	D - Bruce A. Twyman Dir. of Advertising I - Matthew Gaffney Dir. of International Marketing	The Martin Agency, Inc. 550 Allen Avenue Richmond, VA 23220	4 years	No		
WA	D - Betsy Gabel Regional Marketing Manager I - Clint Hyde Trade Marketing Manager	Sharp-Hartwig 100 West Harrison Place South Tower, Suite 500 Seattle, Washington 98119	1 Year	Yes	Yes	N/A
WV	D - Elizabeth White Advertising Director I - Same	Fahlgren Martin Box 1628 Parkersburg, WV 26102	2 years	No		None

See "Advertising - Table 2" for comments and explanatory notes

State	Individual Responsible for Development of Travel Advertising Program Domestic and International	Current Advertising Agency	Years Retained	Does State Have Matching Fund Program for Cooperating Groups?	Included in Budget Rather Than Separate Appropriation?	What is the Matching Formula?
WI	D - Winfield MacDonald Advertising Manager I - Gary Knowles Director of Communications	Frankenberry, Laughlin & Constable 207 E. Michigan Avenue Milwaukee, WI 53202	6 years	Yes*	Yes	Up to 50% depending on requests.
WY	D - Jeff Olson Manager Domestic Travel Development I - Lynn P. Jones Manager, International Travel Development	Broyles, Allebaugh & Davis, Lane Assoc. 8231 East Prentice Englewood, CO 80111	5 years	Yes	Yes	No more than 40%, not to exceed \$40,000 per application.
CM	I - Linda Birmingham Marketing Manager	JIC Corporation 2-2 Kanda Tacho Chiyoda-Ku, Tokyo, 101 Japan	1 year 6 months			N/A
GU	D - Pilar Laguana Marketing Manager I - Same					N/A
PR	D - Luis Alvarez Director, Internal Tourism I - Clarissa Jimenez Director of Promotion	Badillo/Saatchi (Local)				50-50%

See "Advertising - Table 2" for comments and explanatory notes

ADVERTISING - TABLE 2

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State	Is Advertising Directed Toward Stimulating Inquiries? (Percent)	-Inquiries in 1990-		Advertising in Inquiry Fulfillment Brochure? % Paid by State	If Done, How Are Inquiries Surveyed to Measure Advertising Effectiveness? Additional Comments
		Total Received Advertising & General	% From 800 Number		
AL	Yes -- 95%	A - 228,089 G - 721,533	N/A	Yes 100%	Conversion surveys are conducted by a contracted research firm.
AK ATMC	Yes -- 50%	A - 585,515 G - 61,280	None	Yes* 85%	A conversion study is done annually. *The private sector of the Alaskan Visitor Industry raises money which is combined with state funds in a cooperative marketing program.
AZ	Yes -- 70%	A - 100,000 G - 150,000	10%	No 100%	Contracted for specific awareness research in advertised markets.
AR	Yes -- 75%	A/G - 493,751	30%	Yes 75%	An in-house survey of 10,000 households who had previously requested a vacation planning kit is conducted each year.
CA	Yes -- 100%	A - 480,000 G - 20,000	30%	Yes N/A	Conversion studies are conducted from time to time.
CO	Yes -- 100%	A - 518,448 G - 141,788	40%	No 65%	In-house analyses are done on each ad and media placements to determine cost-per-inquiry and total inquiry generation by creative execution, size of ad, timing of ad, multiple insertions and type of medium.
CT	Yes -- 100%	A - 50,500 G - 102,330	37%	No 100%	The fulfillment contractor asks each caller where they heard or saw our toll free 1-800-Ct Bound phone number. We will be conducting on-going conversion studies. General inquiries include 37,830 special bulk requests.
DE	Yes -- 100%	A/G - 49,500	53%	No 100%	Analysis of reference to ad and source. No budget/program for display advertising internationally.
DC CVA					All tourism advertising for Washington, D.C. is handled by city government (D.C. Committee to Promote Washington) and the Hotel Association of Washington, D.C.
DC COMM	Yes -- 70%	A - 225,000* G - 9,000***	22%**	Yes 100%	Inquiries are surveyed through U.S. Travel Data Center Research. Survey is taken from coupon respondents and toll-free 800 number. *From coupon and toll-free 800 number. **Not as a result of ads. ***The remaining 78% are from coupons.
FL	No -- 19%*	**	None	Yes None	The primary goal of our advertising is to broaden the appeal of Florida. Inquiries are compared against other inquiries on a cost-per-inquiry basis. For selecting sources of print advertising, each publication is individually reviewed. The total number of inquiries received by a publication is divided by the total dollars spent with the publication to give us the cost per inquiry. If publications have a reader response mechanism more inquiries will be received than by those publications not containing a reader response mechanism (reader service/bingo card). The cost/inquiry for publications not having a reader response mechanism should have a range of \$10-\$20, and publications with a reader service card should fall within the range of \$2-\$6 cost/inquiry. *This figure is split about evenly between trying to stimulate inquiries from consumers and trying to stimulate inquiries from the travel trade. **Our annual demand for the distribution of the vacation guide is about 500,000 requests, which are generated several ways.

State	Is Advertising Directed Toward Stimulating Inquiries? (Percent)	-inquiries in 1990-		Advertising in Inquiry Fulfillment Brochure? % Paid by State	If Done, How Are Inquiries Surveyed to Measure Advertising Effectiveness? Additional Comments
		Total Received Advertising & General	% From 800 Number		
GA	Yes - 40%	A - 268,000	10%	Yes*	Conversion study when funds are available. *The official state fulfillment piece, GEORGIA ON MY MIND, is produced by a private firm using paid advertising to cover production costs. The Department purchases 500,000 copies of the book at a cost of \$350,000. The Department has complete editorial and distribution control of the book.
HI STO	Yes - 100%	A - 350,000 G - 296,624	None	Yes 100%	Not a part of the advertising effectiveness survey.
ID	Yes - 50%	A - 157,099 G - 43,805	23%	Yes 66%	Five percent of inquiries sampled (3/4 by mail, 1/4 by phone) to gather specific information regarding visitation, travel and spending patterns.
IL	Yes - 100%	A - 545,045 G - 1,578,346	31%	No N/A	Conversion study
IN	Yes - 100%	A - 203,000 G - 80,000	90%	No 100%	A conversion study after every advertising campaign. State tourism evaluates number of leads generated by medium and the cost per lead.
IA	Yes - 75%	A/G - 309,545	31%	No 100%	A follow-up questionnaire is completed to determine the percent that traveled to Iowa, length of stay, spending, etc. Information from the survey is used to determine the return on investment.
KS	Yes - 100%	A/G - 60,000	65%	No 100%	Not surveyed at present.
KY	Yes - 100%	A - 175,900 G - 59,561	78.7%	Yes 100%	Telephone and mail response to ads are measured. A follow-up survey of a random sample of those who requested information is conducted at the end of a calendar year. The information collected is used to evaluate advertising effectiveness.
LA	Yes - 100%	A - 418,009 G - 64,283	43%	No 100%	Cost per inquiry analysis Although not through inquiries, advertising effectiveness is measured through pre and post advertising awareness surveys.
ME	Yes - 90%	A/G - 133,367	2.2%	Yes N/A	Conversion surveys are conducted.
MD	Yes - 100%	A - 100,000 G - 120,000	60%	90%	Conversion study questionnaire sent to 1000 respondents each month and results are analyzed by USDTC.
MA	Yes - 100%	A - 450,000 G - 50,000	30%	Yes 15%	No conversion study were produced in 1990.
MI	Yes - 100%	A/G - 398,179	44%	None 100%	Periodic conversion studies, analysis by market media and interests.
MN	Yes - 75%	A - 370,000 G - 251,298	40%	No 100%	Print and TV ads are coded individually so media effectiveness can be determined, and follow up research is done each season to track the % of inquiries which convert to travellers. In 1990 resources were allocated to support a statewide program, "Celebrate Minnesota 1990." The Office of Tourism's primary response piece, the Minnesota Explorer, was delivered to 90% of all households in the state resulting in 1.46 million "contacts" although we do not count these as inquiries.

ADVERTISING - TABLE 2

State	Is Advertising Directed Toward Stimulating Inquiries? (Percent)	-Inquiries in 1990-		Advertising in Inquiry Fulfillment Brochure? % Paid by State	If Done, How Are Inquiries Surveyed to Measure Advertising Effectiveness? Additional Comments
		Total Received Advertising & General	% From 800 Number		
MS	Yes - 40%	G - 77,000*	60%	Yes 100%	Agency conducted advertising effectiveness study two years ago; it was not repeated. *Figure includes mail and telephone inquiries.
MO	Yes - 25%	A - 190,500	37%	No 80%	We send out a questionnaire so that our survey reaches about 5,000 respondents.
MT	Yes - 70%	A - 293,522 G - 122,601	20%	Yes 80%	Mediums are tracked through codes given to each publication or TV market that is used. (Cost per inquiry and cost per thousand weight into equation into equation as well as actual number of direct inquiries.) Periodic conversion studies are conducted. Pre/Post perception studies conducted around specific TV advertisement campaigns.
NE	Yes - 50%	A/G - 104,741	20%	No 25%	CPI figured annually. Conversion study every other year.
NV	Yes - 100%	A - 220,000 G - 45,000	70%	Yes 100%	Conversion study (every 6 months), telemarketing surveys and readers service card follow-up. Advertising in events publication generates revenue for self-supporting state magazine.
NH	Yes - 90%	A - 49,674 G - 103,514	28%	No 46%	An effectiveness survey and a conversion rate survey measure advertising effectiveness.
NJ	Yes - 85%	A - 78,000 G - 10,000	89%	Yes 50%	National advertising tracking conversion study conducted by Longwoods. The New Jersey Travel Guide is produced entirely from advertising sales which includes 200,000 free copies to the state. The state purchases another 200,000 copies for distribution.
NM	Yes - 100%	A - 77,933 G - 109,035	42%	Yes 100%	Track advertising through toll-free lines to measure cost effectiveness. A conversion study is scheduled for 1992. Demographics studies and welcome center studies also used.
NC	Yes - 20%	A - 193,902 G - 49,210	44%	No 100%	Conversion study.
ND	Yes - 5%	A - 130,000 G - 40,000	45%	Yes 90%	Inquiries do not measure ad effectiveness. We survey the public to measure ad effectiveness.
OH	Yes - 100%	A - 644,574	100%	Yes 20%	All callers are asked: How did you hear of our service? T.V., radio, newspaper, regular caller, billboard, back of phone book, magazine or other.
OK	Yes - 100%	A - 147,863 G - 50,479	23%	Yes 47%*	A conversion study is conducted wherein a representative sample of those requesting information are surveyed by an independent research firm. *The fulfillment piece was published by the Oklahoma Travel Industry Association and 225,000 copies provided free to the department for distribution. Additional copies may be purchased.

State	Is Advertising Directed Toward Stimulating Inquiries? (Percent)	-Inquiries in 1990-		Advertising in Inquiry Fulfillment Brochure? % Paid by State	If Done, How Are Inquiries Surveyed to Measure Advertising Effectiveness? Additional Comments
		Total Received Advertising & General	% From 800 Number		
OR	Yes - 100%	A - 80,000 G - 120,139	25%	75%*	Telephone ad conversion study—one per biennium or spring/summer and fall/winter comparison. Our advertising generated inquiries are primarily from business reply "pop" cards in print (magazine) ads. *We sell full-page color as space to offset cost—no listings or partial pages.
PA	Yes - 100%	A/G - 397,734	87%	No 100%	All inquiries are tracked by source. Conversion studies are conducted following major advertising campaigns.
RI	Yes - 100%	A - 200,000 G - 14,000	20%	No 100%	CPI study conducted by agency; conversion study conducted by outside research firm.
SC DOT	Yes - 80%	A - 587,948 G - 103,712	14%	No 100%	Tracking, cost per inquiry, trends. Past success in attracting inquiries has enabled current campaign to shift additional dollars towards building image. Whenever possible, conversion studies will be done, and inquiries will continue to be monitored and studied. Effort will be focused on increasing conversion rate.
SC DIM	Yes - 100%	A - 10,000 G - 1,000	N/A	N/A	Number by cost of ad, hope to do a conversion study in 1992-93
SD	Yes - 50%	A - 270,000 G - 90,000	25%	Yes 70%	Ads are coded to measure response. A travel survey is used to get feedback from inquiries measuring ad fulfillment pieces' effectiveness.
TN	Yes - 75%	A - 301,479 G - 86,315	25%	No 100%	Conversion studies, cost per inquiry analysis, and analysis for most active geographic markets.
TX DOT	N/A	N/A	N/A	No 100%	In the state's collateral program, the Travel and Information Division (TX-DOT) is responsible for the publication of the state's fulfillment piece. For example, Tourism Division (Dept. of Commerce) places ads in magazines or newspapers, the response to these ads are sent to DOT. DOT then responds with the state's fulfillment piece. The Tourism Division pays for the advertising while DOT pays for the production and distribution of the literature. There is no advertising in this fulfillment piece.
TX TOUR	Yes - 75%	A/G - 860,507	58%	No 100%	Annual inquiry conversion study. Pre/post advertising study every two years.
UT	Yes - 90%	A - 209,447 G - 53,858	16%	No 100%	We conduct a conversion study following the season to determine how many days they stayed, how many were in their party, etc.
VT	Yes - 80%	A - 58,880 G - 97,275	33%	No 20%	Seasonal conversion studies are conducted.
VA	Yes - 100%	A - 353,006 G - 160,448	43%	Yes 0%	Total inquiries analyses, per-inquiry analyses, and telephone and mail conversion studies are conducted to determine the effectiveness of specific media by markets.
WA	Yes - 100%	A/G - 188,991	40%	Yes None	1991 Database research, which among other information, will measure advertising conversion rates.
WV	Yes - 100%	A/G - 370,274	80%	No 90%	Mail-in responses are coded operator inquiries. Tracking device within advertising, telemarketing operator questionnaires, and Welcome Center questionnaires are used to measure advertising effectiveness. We distribute "West Virginia It's You" publication, a co-op guide produced by Bell Atlantic Specialty Guides and given to the State. The guide is supplemented by advertising.

ADVERTISING - TABLE 2

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State	Is Advertising Directed Toward Stimulating Inquiries? (Percent)	—Inquiries in 1990—		Advertising in Inquiry Fulfillment Brochure? % Paid by State	If Done, How Are Inquiries Surveyed to Measure Advertising Effectiveness? Additional Comments
		Total Received Advertising & General	% From 800 Number		
WI	Yes - 90%	A - 400,000 G - 159,000	72%	No 100%	Advertising effectiveness studies conducted every three years. *Cooperative advertising program ended January 1988, to be replaced with a new joint ventures program.
WY	Yes - 100%	A - 342,015 G - 140,056	20%	No 100%	5,000 (Phillip's study)
CM	N/A	A - 500 G - 1,500	N/A	N/A	
GU	Yes - 100%	A - 14,649	13%	100%	
PR	100%	A - 100,662 G - 10,245	17%	100%	



BUDGET - INTRODUCTION

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State	Date Fiscal Year Begins	Actual Budget For Fiscal Year 90-91	90-91 Rank	Projected Budget For Fiscal Year 91-92	91-92 Rank	Entire Travel Office Budget Funded by State General Revenue?	IF NO: Other Sources of Funding for Travel Office	State Sales Tax Rates Applicable to Commercial Lodging
AL	October 1	5,417,121	25	5,689,324	28	No	Lodging Tax (76%)	4% state specific tax on lodging
AK DOT	July 1	6,241,800	6	4,256,900	7	Yes		No state sales tax on lodging
AK ATMC	July 1	6,205,100	6	6,205,050	7	No	Co-op From Industry (15%)	No state sales tax on lodging
AZ	July 1	5,269,700	28	5,727,300	26	No	Statewide Lodging tax (36%)	5% state general sales tax 5.5% state specific tax on lodging
AR	July 1	7,724,944	17	7,977,315	14	No	Tourism Tax (2%)	4.5% state general sales tax 2% state specific tax on lodging
CA	July 1	7,500,000	18	4,100,000	32	Yes		
CO	July 1	8,618,300	12	9,679,000	10	No	Tourism Promotion Tax (100%)	3% state general sales tax 0.2% state specific tax on lodging
CT	July 1	1,830,069	46	1,813,356	47	Yes		6% state general sales tax 12% state specific tax on lodging
DE	July 1	939,000	50	808,000	50	Yes		8% state specific tax on lodging
FL	July 1	10,663,933	8	12,794,732	5	No	Car Rental (100%)	6% state general sales tax (each county has option of an additional 1% sales tax)

See "Budget - Comments" section for explanatory notes

BUDGET - INTRODUCTION

State	Date Fiscal Year Begins	Actual Budget For Fiscal Year 90-91	90-91 Rank	Projected Budget For Fiscal Year 91-92	91-92 Rank	Entire Travel Office Budget Funded by State General Revenue?	IF NO: Other Sources of Funding for Travel Office	State Sales Tax Rates Applicable to Commercial Lodging
GA	July 1	7,949,636	15	7,321,240	16	Yes		No state sales tax on lodging
HI STO	July 1	5,611,003	1	5,645,728	3	Yes		4.16% state general excise sales tax 5% transient accommodations tax on room rentals only
HI HVB	July 1	22,328,661	1	17,386,210	3	No	Membership/ Misc. income (7%)	4.16% state general excise sales tax 5% transient accommodations tax on room rentals only
ID	July 1	2,786,089	40	2,984,113	38	No	2% Lodging Tax (97%)	5% state general sales tax 2% state specific tax on lodging
IL	July 1	24,200,000	2	25,000,000	2	No	State Hotel/ Motel Tax (100%)	6-12% state specific tax on lodging
IN	July 1	3,500,000	35	3,250,000	36	Yes		5% state general sales tax 5% state hospitality tax
IA	July 1	4,181,270	32	3,482,404	35	Yes		4% state general sales tax
KS	July 1	2,136,420	45	2,385,834	43	No	Gaming Funds (54%)	
KY	July 1	6,602,500	21	7,224,300	17	Yes		6% state general sales tax No state sales tax on lodging
LA	July 1	9,350,542	9	13,478,067	4	No	Dedicated Tax (100%)	4% state general sales tax
ME	July 1	1,607,408	47	2,012,491	46	Yes		6% state general sales tax 7% state specific tax on lodging

See "Budget -- Comments" section for explanatory notes

BUDGET - INTRODUCTION

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State	Date Fiscal Year Begins	Actual Budget For Fiscal Year 90-91	90-91 Rank	Projected Budget For Fiscal Year 91-92	91-92 Rank	Entire Travel Office Budget Funded by State General Revenue?	IF NO: Other Sources of Funding for Travel Office	State Sales Tax Rates Applicable to Commercial Lodging
MD	July 1	6,314,348	23	5,114,156	29	Yes		5% state general sales tax
MA	July 1	5,325,900	27	9,025,000	12	No	Lodging Tax Receipts (50%)	5% state general sales tax 5.7% state specific tax on lodging
MI	October 1	8,775,102	11	6,333,600	21	Yes		4% state general sales tax
MN	July 1	8,383,031	14	8,874,435	13	No	Trunk Highway Funds (9%) Revenue Funds (7%)	No state sales tax on lodging
MS	July 1	2,305,709	44	1,731,905	48	Yes		6% state general sales tax 1-2% state specific tax on lodging (local option)
MO	July 1	6,490,716	22	6,455,600	20	Yes		No state sales tax on lodging
MT	July 1	5,125,859	29	5,752,912	24	No	Lodging Tax (100%)	4% state specific tax on lodging
NE	July 1	1,515,092	48	1,591,177	49	No	1% State Lodging Tax (89%)	5% state general sales tax 1% state specific tax on lodging
NV	July 1	5,080,588	30	5,730,907	25	No	Room Tax (statewide) (97%)	6.75% state general sales tax 1% state specific tax on lodging
NH	July 1	2,828,000	39	2,441,215	41	Yes		8% state specific tax on lodging

See "Budget - Comments" section for explanatory notes

BUDGET - INTRODUCTION

State	Date Fiscal Year Begins	Actual Budget For Fiscal Year 90-91	90-91 Rank	Projected Budget For Fiscal Year 91-92	91-92 Rank	Entire Travel Office Budget Funded by State General Revenue?	IF NO: Other Sources of Funding for Travel Office	State Sales Tax Rates Applicable to Commercial Lodging
NJ	July 1	6,978,000	19	6,212,000	23	Yes		7% state general sales tax
NM	July 1	4,014,317	34	5,722,300	27	No	Highway Department Funds (13%)	No state sales tax on lodging
NY	April 1	13,197,500	5	7,005,520	18			
NC	July 1	6,674,313	20	6,751,000	19	No	Personalized License Plate Sales Revenue (5%)	4% state general sales tax
ND	July 1	1,500,000	49	2,050,000	45	Yes		5% state general sales tax 2% optional city lodging tax and 1% optional city sales tax
OH	July 1	5,366,055	26	5,050,000	30	Yes		5% state general sales tax
OK	July 1	5,621,394	24	6,287,098	22	No	Tourism Promotion Tax (35.9%)	4.5% state general sales tax
OR	July 1	2,437,519	43	2,432,500	42	No	Lottery (80%) General Fund (20%)	No state sales tax on lodging
PA	July 1	14,005,000	4	12,400,000	6	Yes		6% state general sales tax 6% state specific tax on lodging
RI	July 1	2,630,000	41	2,857,000	39	No		7% state general sales tax 5% state specific tax on lodging
SC DOT	July 1	8,650,000	10	9,216,944	8	No	Admissions Tax (70%)	5% state general sales tax 7% state specific tax on lodging

See "Budget -- Comments" section for explanatory notes

State	Date Fiscal Year Begins	Actual Budget For Fiscal Year 90-91	90-91 Rank	Projected Budget For Fiscal Year 91-92	91-92 Rank	Entire Travel Office Budget Funded by State General Revenue?	IF NO: Other Sources of Funding for Travel Office	State Sales Tax Rates Applicable to Commercial Lodging
SC DIM	July 1	429,000	10	1,132,000	8	No		5% state general sales tax 2% state specific tax on lodging
SD	July 1	3,499,949	36	3,550,000	34	Yes		No state sales tax on lodging
TN	July 1	10,740,900	7	7,661,000	15	Yes		5.5% state general sales tax
TX TOUR	September	9,735,443	3	10,200,000	1	No	Hotel/Motel Occupancy Tax (100%)	6% state specific sales tax on lodging
TX HWYS	September	10,748,017	3	16,554,334	1	No		6% state specific sales tax on lodging
UT	July 1	4,450,400	31	3,999,737	33	Yes		6.25% state general sales tax 3% state specific tax on lodging
VT	July 1	2,456,000	42	2,490,600	40	Yes		5% state general sales tax 8% state specific tax on lodging
VA	July 1	7,731,775	16	9,908,973	9	Yes		3.5% state and 1% local which applies to all counties and cities
WA	July 1	2,864,936	38	2,243,386	44	No	Motor Vehicle Fund (25.1%)	6.5% state general sales tax
WV	July 1	3,352,566	37	4,161,129	31	No	WV Lottery (80%)	6% state general sales tax 3% state specific tax on lodging

See "Budget - Comments" section for explanatory notes

BUDGET - INTRODUCTION

State	Date Fiscal Year Begins	Actual Budget For Fiscal Year 90-91	90-91 Rank	Projected Budget For Fiscal Year 91-92	91-92 Rank	Entire Travel Office Budget Funded by State General Revenue?	IF NO: Other Sources of Funding for Travel Office	State Sales Tax Rates Applicable to Commercial Lodging
WI	July 1	8,573,400	13	9,404,583	11	Yes		5% state general sales tax No state sales tax on lodging
WY	July 1	4,125,796	33	3,131,886	37	Yes		3% state general sales tax
DC COMM	October 1	2,190,000		2,195,306		No	Corporate Sponsors (10%) Percentage of Hotel Occupancy Tax (90%)	\$1.50 per room per night on hotel rooms 100% state specific tax on lodging
CM	October 1	3,856,993		3,835,840		No	Room Occupancy Tax (85.37%) Beer Container Tax (7.66%) Membership Dues in-kind Contribution/ Other (6.97%)	10% state specific tax on lodging
GU	October 1	4,300,893		6,433,914		No	Tourism Attraction Fund (100%)	13% Occupancy tax
PR	July 1	42,679,164		42,579,897		No	Legislative Appropriations (66%) Slot Machines (34%)	state specific lodging tax-- (9% with casinos, 7% without casinos)

See "Budget -- Comments" section for explanatory notes

BUDGET - 1990-91 ACTUAL

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State	Per- sonnel Ser- vices	Other Admini- strative Costs	Media Purchase/ Production (Adv. Rank)	Printing and Pro- duction	Inquiry Ful- fill- ment	Promo- tion Domes- tic/ Int'l	Press and Public Rela- tions	Re- search	Matching Funds Program	Welcome Center Opera- tion	Other
AL	906,688	1,488,528	1,045,700 338,500 (33)	231,596	300,000		3,000	35,000	116,000	787,500	Direct Grants: 61,998 Other: 102,611
AK DOT	872,100	351,300	1,879,300 (4)	120,100	60,000	178,200 801,300	171,500	347,500	875,100	180,000	Film Office: 220,000 Tourism North: 185,400
AK ATMC	107,370	140,090	3,070,808 1,025,120 (4)	710,311	595,364	210,285	220,000	37,904			Promo: 87,848
AZ	526,300	911,400	2,014,000 130,000 (21)	245,000	45,000	125,000 113,000	100,000	260,000	800,000		
AR	1,436,004	626,008	2,886,080 479,250 (12)	571,592	647,587	31,263 41,794	116,697	112,618	741,051	35,000	
CA	1,200,000		1,800,000 85,000 (25)	405,000	950,000	480,000 800,000	350,000		1,430,000		
CO	1,349,199	639,848	2,746,075 303,079 (16)	848,743	1,380,000	13,250 335,768	241,597	167,643	215,000	230,509	Special Proj.: 147,589
CT	648,698	150,861	187,121 55,000 (48)	350,000	95,000	3,000	141,000			110,489	Film Office: 28,900 Columbus Celeb.: 60,000
DE	260,000	143,600	44,000 1,000 (50)	50,000		20,000 10,000	5,000	120,000	245,000		Direct Grants: 2,100 Travel Suppl.: 28,300 Film Office: 10,000

See "Budget - comments" sections for explanatory notes

BUDGET - 1990-91 ACTUAL

State	Personnel Services	Other Administrative Costs	Media Purchase/ Production (Adv. Rank)	Printing and Production	Inquiry Fulfillment	Promotion Domestic/ Int'l	Press and Public Relations	Research	Matching Funds Program	Welcome Center Operation	Other
FL	3,165,274	1,259,468	3,619,013 215,390 (8)		344,700	1,569,392 1,569,392	40,000	180,584		75,600	Furn./ Equip.: 39,888
GA	2,435,805		3,195,317 (13)	132,500	300,000	160,000 200,000	80,120	34,000	785,000	546,888	Direct Grants: 80,000
HI STO	214,623	139,880	1,666,960 Incl. (1)	210,910		365,320 185,000	188,790	376,000			Other: 2,263,520
HI HVB	3,254,100	2,892,300	9,071,561 Incl. (1)	1,062,900		877,000 3,138,000	272,000	953,900			Other: 806,900
ID	298,358	122,108	327,200 28,465 (46)	270,518	209,853	139,094 31,291	19,926	30,765	1,230,700		Film Office: 40,000 Other: 37,811
IL	1,400,000	46,600	10,000,000 Incl. (2)	753,400	600,000	1,700,000			8,900,000	800,000	
IN	598,053	200,000	650,000 200,000 (38)	520,000	320,000	150,000 15,000	30,000	125,000	300,000	10,000	Direct Grants: 5,000 Ad Agen. Fee: 166,500 Heritage Tourism: 90,000 Trade Shows: 50,447 Film Office: 70,000
IA	475,449	249,083	1,491,500 275,000 (27)	450,000	350,000	100,000 65,000	60,000	60,000	60,000	245,238	Direct Grants: 300,000

See "Budget -- comments" sections for explanatory notes

BUDGET - 1990-91 ACTUAL

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State	Per- sonnel Ser- vices	Other Admini- strative Costs	Media Purchase/ Production (Adv. Rank)	Printing and Pro- duction	Inquiry Ful- fill- ment	Promo- tion Domee- stic/ Int'l	Press and Public Rela- tions	Re- search	Matching Funds Program	Welcome Center Opera- tion	Other
KS	622,713	448,275	165,783 (49)	207,900	90,000	14,000			40,000	55,649	Film Office: 92,100 KANSAS Magaz.: 400,000
KY	1,300,000	260,000	2,100,000 500,000 (19)	530,000	250,000	10,000 150,000	158,500	35,000	889,000	420,000	
LA	1,505,618	217,150	3,894,500 638,000 (6)					48,564		379,406	Promo Fulfill- ment & Print.: 2,667,304
ME	200,758	180,056	331,863 94,583 (43)		195,500	71,480		19,000		440,168	Direct Grants: 74,000
MD	736,455	1,376,774	645,728 161,675 (39)	855,533	251,621	46,372 245,612		4,431	420,439	1,040,149	Direct Grants: 529,559
MA	584,000	243,000	1,658,200 277,800 (24)	170,900	716,000	77,000 148,000	25,000	81,000	960,000	2,000	Agency Fees & Misc.: 383,000
MI	1,587,541	662,483	3,512,674 305,764 (9)	960,629	717,028	160,100	12,700		616,359		Direct Grants: 239,824
MN	1,750,342	750,632	1,137,300 247,155 (32)	233,994	598,807	44,623 10,283	20,115	84,156	1,808,153	1,261,391	Contract For Service: 436,080
MS	293,058	90,330	330,644 16,745 (47)	230,412	139,200	30,000	20,000	33,000	200,000	826,558	Film Office: 95,562

See "Budget - comments" sections for explanatory notes

State	Per- sonnel Ser- vices	Other Admini- strative Costs	Media Purchase/ Production (Adv. Rank)	Printing and Pro- duction	Inquiry Ful- fill- ment	Promo- tion Domes- tic/ Int'l	Press and Public Rela- tions	Re- search	Matching Funds Program	Welcome Center Opera- tion	Other
MO	739,998	390,791	2,992,348 1,303,452 (7)	605,818	219,000	47,115	29,950	97,119		65,125	
MT	355,000		1,959,775 125,000 (23)	474,123	240,000	77,876 114,304	155,368				Film Office: 186,385 Direct Grants: 1,438,227
NE	295,517	70,636	331,000 88,000 (44)	250,012	107,421	22,000	3,400	5,000		151,999	Film Office: 115,107 Direct Grants: 75,000
NV	531,214	256,797	970,000 190,000 (34)	550,000	351,000	619,754 125,000	185,000	35,000	450,000		Film Office: 271,573 Museums: 200,000 Reserve: 164,000 Wildlife: 75,000 Arts: 60,000 DC Off.: 46,250
NH	181,000	30,000	700,000 300,000 (37)	395,000	260,000	30,000 50,000	20,000	50,000	720,000		Dues & Serv.: 82,000 Film Office: 8,000
NJ	509,000	163,000	2,982,000 780,000 (10)	930,000	725,000	277,000 36,000	165,000	111,000		300,000	
NM	335,000	243,217	1,034,257 468,543 (30)	320,000	213,700	27,600 56,000		15,000	555,400	745,600	
NY			6,788,700 (3)								

See "Budget - comments" sections for explanatory notes

BUDGET - 1990-91 ACTUAL

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State	Personnel Services	Other Administrative Costs	Media Purchase/Production (Adv. Rank)	Printing and Production	Inquiry Fulfillment	Promotion Domestic/Int'l	Press and Public Relations	Research	Matching Funds Program	Welcome Center Operation	Other
NC	738,715	442,904	1,453,700 787,000 (20)	913,622	604,892	41,000 21,780	6,000	38,000	255,000	280,000	Direct Mail: 91,700
ND	286,000	90,000	300,000 85,000 (45)	100,000	140,000	26,000 158,000	5,000	75,000	113,000	10,000	Direct Grants: 30,000 Misc: 32,000 Old West Trail: 50,000
OH	792,282	1,530,051	767,500 326,000 (36)	257,000	632,700	25,000 50,000	350,522	60,000			Direct Grants: 575,000
OK	1,538,495	382,237	1,629,733 499,264 (22)	341,840	267,032	100,419 27,840	10,046	70,000	645,359	110,129	
OR			575,482 (41)								
PA	192,858	219,142	2,710,100 400,700 (14)	1,818,400	1,202,000	22,300	173,800	65,700	7,200,000		
RI	400,000	125,000	1,000,000 125,000 (35)	175,000	200,000	20,000 60,000	25,000	40,000	20,000	358,000	Direct Grants: 82,000
SC DOT	1,527,000	563,000	2,985,000 (18)	700,000	625,000	75,000	20,000	30,000	1,675,000	450,000	
SC DIM			(18)			429,000					
SD	578,149	181,000	1,600,000 Incl. (29)	306,000	281,000	245,000 55,000	15,000	10,800		178,000	Film Office: 50,000

See "Budget - comments" sections for explanatory notes

State	Personnel Services	Other Administrative Costs	Media Purchase/ Production (Adv. Rank)	Printing and Production	Inquiry Fulfillment	Promotion Domestic/ Int'l	Press and Public Relations	Research	Matching Funds Program	Welcome Center Operation	Other
TN	1,006,300	381,050	2,700,000 300,000 (17)	335,250	372,000	175,500 30,300	96,000	79,700	225,000	4,909,800	Heritage Tourism Initiative: 130,000
TX DOT	1,847,309	123,065	(5)	2,272,231	1,283,957					838,715	TEXAS HIGHWAYS Mag.: 4,382,740
TX TOUR	726,437	458,955	5,346,961 37,560 (5)	1,139,661	400,000	575,766 326,354	297,505	251,948			Commun. Develop. & Misc.: 174,276
UT	619,338	28,590	1,443,500 279,300 (28)	501,413	323,918	69,976 167,400	66,570	20,176	225,000	259,460	Direct Grants: 58,332 Welcome Center Constr.: 10,000 Other: 377,437
VT	460,650	186,650	716,500 28,000 (40)	154,900	294,300	59,900 47,500	23,600	13,500	254,000	210,500	Film Office: 6,000
VA	1,236,578	488,224	2,986,113 84,500 (15)	45,534	800,453	68,041 578,200	107,635	176,564		878,214	Direct Grants: 270,016 Commun. Devel.: 11,703
WA	613,626	279,315	397,764 50,398 (42)	76,712	382,289	30,000 70,320	98,435	319,044	337,762	134,408	Planning 37,989 Tech. Assist.: 19,761 Facility Devel.: 17,113
WV	531,839	140,404	1,700,000 125,000 (26)	150,000	391,000	8,000	159,308	80,000		23,035	Film Office: 44,000

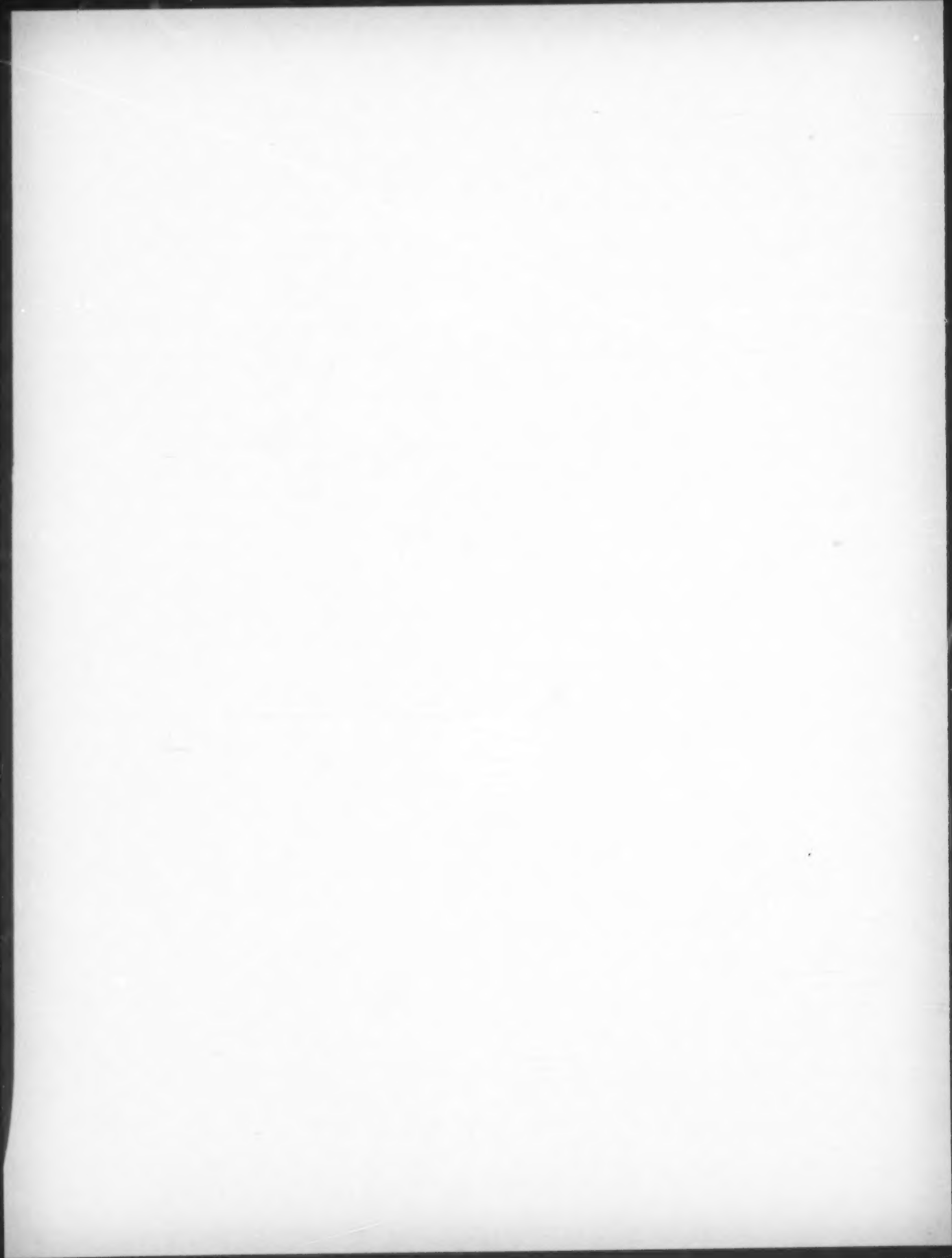
See "Budget - comments" sections for explanatory notes

BUDGET - 1990-91 ACTUAL

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State	Personnel Services	Other Administrative Costs	Media Purchase/Production (Adv. Rank)	Printing and Production	Inquiry Fulfillment	Promotion Domestic/Int'l	Press and Public Relations	Research	Matching Funds Program	Welcome Center Operation	Other
WI	1,193,300	321,805	3,203,300 300,000 (11)	1,517,500	815,000	246,000 70,000		100,000	385,000	220,000	Welcome Center Constr.: 161,900 Film Office: 39,000
WY	464,783	440,480	1,248,749 220,864 (31)	598,339	422,965	85,933 192,755	88,837	36,227		119,726	Other: 33,639 Film Office: 172,439
DC COMM	212,806	104,302	840,809 64,458	61,054	134,071	4,000 400,000		13,500			Other: 355,000
CM	1,003,000	787,786		153,947	13,000	1,185,660	185,500				Welcome Center Constr.: 26,600 Commun. Related Prog.: 301,500
PR	5,758,079	10,640,243	288,488 32,054	389,043	407,809	3,604,361 14,561,662	2,027,302			235,441	Other: 4,734,682

See "Budget - comments" sections for explanatory notes



BUDGET - 1991-92 PROJECTED

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State	Personnel Services	Other Administrative Costs	Media Purchase/Production (Adv. Rank)	Printing and Production	Inquiry Fulfillment	Promotion Domestic/Intl	Press and Public Relations	Research	Matching Funds Program	Welcome Center Operation	Other
AL	970,423	1,424,594	975,000 200,500 (32)	400,000	300,000		87,000		120,000	867,303	Direct Grants: 220,004 Other: 124,500
AK DOT	879,900	310,000	(9)	78,600	70,000	55,000 1,897,700	65,000	25,100	392,600	140,000	Film Office: 242,000 Tourism North: 100,000
AK ATMC	121,900	126,500	3,310,629 583,500 (9)	613,459	685,000	15,000 208,371	254,000	176,700			Promo: 110,000
AZ	614,000	946,600	2,225,200 160,000 (20)	200,000	60,000	270,000 25,000	140,000	260,000	826,500		
AR	1,527,784	533,228	3,436,874 306,129 (10)	618,000	492,349	37,500 45,000	85,900	106,500	741,051	45,000	
CA		1,000,000			750,000	130,000 885,000	425,000	140,000	770,000		
CO	1,420,600	398,300	3,800,000 460,000 (8)	500,000	1,370,000	63,000 469,000	251,000	250,000	210,000	328,100	Special Proj.: 161,000
CT	631,663	108,596	250,000 (44)	330,317	113,000	2,900	120,000	70,000		105,520	Film Office: 9,300 Columbus Celeb.: 72,000
DE	269,500	124,500	155,000 15,000 (46)	74,000		30,000 20,000	10,000	35,000	30,000		Direct Grants: 2,100 Film Office: 18,900 Other: 24,000

See "Budget - Comments" section for explanatory notes

BUDGET - 1991-92 PROJECTED

State	Personnel Services	Other Administrative Costs	Media Purchase/Production (Adv. Rank)	Printing and Production	Inquiry Fulfillment	Promotion Domestic/Intl	Press and Public Relations	Research	Matching Funds Program	Welcome Center Operation	Other
FL	3,453,175	1,472,788	4,167,295 429,740 (6)		350,000	234,624 1,853,681		514,444	120,000	106,374	Furn./Equip.: 92,811
GA	2,722,716		2,406,489 (19)	55,293	300,000	160,000 200,000	69,575		785,000	542,167	Direct Grants: 80,000
HI STO	314,228	72,000	1,939,657 (5)	196,190		251,500 350,500	193,000	325,000			Other: 2,003,653
HI HVB	3,550,300	3,143,560	2,871,000 Incl. (5)	1,075,000		906,250 3,357,450	272,000	996,100			Other: 1,214,550
ID	343,100	150,500	384,000 66,000 (39)	218,500	205,000	106,300 27,500	34,000	38,000	1,256,627	40,000	Contin.: 114,586
IL	1,400,000		10,000,000 Incl. (1)	571,200	600,000	1,000,000			10,500,000	600,000	Research & Promo: 328,800
IN	598,053	150,000	550,000 160,000 (36)	430,000	300,000	125,000 15,000	25,000	125,000	300,000	7,000	Direct Grants: 5,000 Film Office: 60,000 Other: 399,947
IA	451,109	189,220	900,516 187,500 (33)	400,000	415,000	245,434 25,000	75,000	45,000		338,625	Direct Grants: 210,000
KS	660,716	552,569	125,100 (47)	199,700	100,000	25,000	10,000	40,000	40,000	80,649	Film Office: 152,100 KANSAS! Magaz.: 400,000
KY	1,465,000	358,400	2,350,000 400,000 (17)	555,900	320,000	25,000 150,000	230,000	50,000	900,000	420,000	

See "Budget - Comments" section for explanatory notes

BUDGET - 1991-92 PROJECTED

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State	Personnel Services	Other Administrative Costs	Media Purchase/Production (Adv. Rank)	Printing and Production	Inquiry Fulfillment	Promotion Domestic/Int'l	Press and Public Relations	Research	Matching Funds Program	Welcome Center Operation	Other
LA	2,019,608	610,486	6,643,845 810,000 (2)					120,000		153,936	Promo Fulfillment & Print.: 3,120,192
ME	253,586	126,905	270,638 42,442 (43)	40,000	195,500	63,920		20,000	25,000	474,500	Direct Grants: 500,000
MD	690,649	1,493,722	590,181 143,371 (35)	629,472	250,000	28,400 268,191		5,600	198,500	604,638	Direct Grants: 211,432
MA	665,000	680,000	2,740,000 412,000 (13)	450,000	900,000	100,000 445,000	60,000	150,000	2,000,000	3,000	Other: 420,000
MI	1,814,487	503,913	2,258,732 275,000 (18)	811,268	555,300	50,000	14,900	50,000			
MN	1,803,717	1,265,848	1,169,070 176,000 (28)	631,528	627,200	36,411 97,900	19,394	45,567	1,300,000	244,000	Contract For Serv.: 458,000
MS	317,171	137,177		106,000	169,480	40,000	25,000			841,515	Film Office: 95,562
MO	814,425	201,292	3,117,303 1,177,595 (7)	620,000	242,500	45,500	30,000	101,115		61,870	Film Office: 44,000
MT	441,500		2,058,185 230,000 (23)	573,000	315,000	80,000 314,000	105,000				Film Office: 198,000 Direct Grants: 1,438,227
NE	263,995	74,321	331,000 90,000 (41)	280,000	110,000	24,000	5,000	7,500	50,000	163,712	Film Office: 116,649 Direct Grants: 75,000

See "Budget - Comments" section for explanatory notes

BUDGET - 1991-92 PROJECTED

State	Personnel Services	Other Administrative Costs	Media Purchase/ Production (Adv. Rank)	Printing and Production	Inquiry Fulfillment	Promotion Domestic/ Int'l	Press and Public Relations	Research	Matching Funds Program	Welcome Center Operation	Other
NV	596,701	437,136	1,000,000 210,000 (30)	400,000	351,000	611,412 261,250	195,000	40,000	450,000		Film Office: 290,896 Other: 887,510
NH	196,000	4,215	500,000 133,000 (37)	430,000	373,000	32,000 20,000	15,000	30,000	700,000		Film Office: 8,000
NJ	865,040	259,447	2,636,000 506,365 (14)	740,054	510,000	58,750 54,404	181,940	150,000		250,000	
NM	977,600	1,216,200	1,177,288 Incl. (31)	243,888	300,000	77,824		27,000	597,000	766,700	Ad Agen. Fee: 188,600 Special Proj.: 150,000
NY			3,016,700 (16)								
NC	833,113	501,206	1,559,124 750,000 (22)	966,045	553,662	46,400 40,000	73,950	100,000	127,500	1,200,000	
ND	355,000	57,000	500,000 120,000 (38)	156,000	65,000	89,000 230,000	12,000	60,000	183,000	25,000	Direct Grants: 30,000 Other: 136,000 Film Office: 30,000
OH	846,879	1,552,121	300,000 140,000 (40)	400,000	800,000	25,000 50,000	160,000	56,000			Direct Grants: 720,000
OK	1,705,315	731,335	1,292,638 536,000 (24)	500,500	285,712	317,287 52,084	11,600	83,250	664,745	112,632	

See "Budget - Comments" section for explanatory notes

BUDGET - 1991-92 PROJECTED

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State	Per- sonnel Ser- vices	Other Admini- strative Costs	Media Purchase/ Production (Adv. Rank)	Printing and Pro- duction	Inquiry Ful- fill- ment	Promo- tion Domes- tic/ Int'l	Press and Public Rela- tions	Re- search	Matching Funds Program	Welcome Center Opera- tion	Other
OR	400,000	150,000	300,000 80,000 (42)	370,000	330,000	20,000 185,000	45,000	42,500	62,500	300,000	Direct Grants: 37,500 Other: 110,000
PA	198,000	202,000	2,413,000 630,000 (15)	787,000	800,000	20,000	100,000	50,000	7,200,000		
RI	410,000	110,000	1,100,000 150,000 (29)	135,000	100,000	30,000 65,000	120,000	50,000	40,000	382,000	Direct Grants: 90,000 Film Office: 75,000
SC DOT	1,189,626	639,946	2,752,169 688,042 (12)	811,161	760,000	165,000	10,000	12,000	1,584,000	450,000	Welcome Center Const: 155,000
SC DIM	164,859	50,000	(12)	150,000	47,000	703,141	17,000				
SD	588,000	190,000	1,617,000 Incl. (26)	302,000	285,000	250,000	15,000	88,000		180,000	Film Office: 35,000
TN	1,017,700	413,000	1,350,000 275,000 (25)	490,100	360,000	185,000 37,000	100,000	66,000	225,000	3,012,200	Heritage Tourism Init.: 130,000
TX HWYS	1,984,893	147,707	(3)	2,663,357	1,390,104					1,022,500	TEXAS HIGHWAYS Magaz.: 5,645,773 Welcome Center Const.: 3,700,000
TX TOUR	925,877	93,480	5,402,884 585,109 (3)	715,700	400,000	620,185 495,371	715,514	305,880			

See "Budget - Comments" section for explanatory notes

BUDGET - 1991-92 PROJECTED

State	Personnel Services	Other Administrative Costs	Media Purchase/Production (Adv. Rank)	Printing and Production	Inquiry Fulfillment	Promotion Domestic/Int'l	Press and Public Relations	Research	Matching Funds Program	Welcome Center Operation	Other
UT	630,400	12,472	1,258,040 207,239 (27)	460,852	336,600	99,952 104,324	100,134	9,828	225,000	259,450	Direct Grants: 83,646 Other: 211,800
VT	471,000	192,000	706,000 50,000 (34)	150,700	290,000	58,500 47,500	24,300	12,000	264,600	215,000	Film Office: 7,000
VA	1,135,973	373,000	4,900,000 410,000 (4)	32,000	1,399,562	99,368 605,000	101,341	126,829		700,000	Commun. Devel.: 25,900
WA	601,278	153,285	176,950 35,000 (45)	197,589	309,440	15,000 90,000	66,260	104,050	319,119	141,088	Other: 34,327
WV	583,718	135,820	2,200,000 125,000 (21)	196,000	506,000	58,300 10,000	145,742	80,000		22,390	Film Office: 20,250 Direct Grants: 77,909
WI	1,369,400	488,000	3,306,183 300,000 (11)	1,376,000	1,341,000	250,000 90,000		66,000	350,000		Welcome Center Constr.: 403,000 Film Office: 65,000
WY											Figures Not Reported
DC COMM	212,806		960,000 80,000	60,000	120,000	4,000 405,000		13,500			Other: 320,000
CM	1,403,840	745,080		110,000	14,720	964,200	200,000				Commun. Related Proj.: 396,000
PR	8,276,862	1,124,115	226,800 25,200	385,000	600,000	3,432,378 14,564,397	2,358,435			279,685	Capital Improv.: 1,306,025

See "Budget - Comments" section for explanatory notes

BUDGET - 1991-92 ADVERTISING

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State	Solicitation of Conventions?	Participation in Travel Shows		DOMESTIC Media Purchase/ Media Allocation		INTERNATIONAL Advertising/ Promotion/ Media Allocation		INTERNATIONAL Advertising/ Promotion Allocation by Country	
		1991-92 Budget Amount	Total Number Domestic, Int'l Consumer, Trade						
AL	No		TOTAL: 13 D-10; I-3 C-2; T-11	975,000	Magazine 535,000 TV 420,000 Outdoor 20,000				
AK DOT	No	35,000	TOTAL: 24 D-9; I-15 C-4; T-20			1,897,700	Magazine 696,440 Trade Shows 35,000 Fairs 60,000 Joint Ads 300,000 PR 126,061 Seminars 150,000 Displays 100,000 Fulfillment 30,000 Foreign Office 400,199	Germany 984,921 Japan 837,779 U.K. 60,000 Australia 15,000	
AK ATMC	No	None	None	3,310,629	TV 1,583,126 Magazine 863,851 Direct Mail 673,652 Newspaper 190,000	208,371	Magazine 208,371	Canada 208,371	
AZ	No	58,000	TOTAL: 26 D-16; I-10 C-8; T-18	2,225,200	TV 1,139,200 Magazine 926,000 Outdoor 160,000	25,000	Trade Shows 25,000	U.K. 8,500 Mexico 8,500 Japan 8,000	
AR	Yes	35,000	TOTAL: 17 D-17 C-14; T-3	3,436,874	TV 1,492,390 Magazine 1,116,893 Newspaper 423,991 Other 305,000 Radio 91,000 Outdoor 7,600	45,000	Trade Shows 5,000 Promo 12,000 Other 28,000	Japan 45,000	
CA	No	205,000	TOTAL: 14 D-6; I-8 C-1; T-13			885,000	Trade Shows 205,000 PR 300,000 Co-ops 300,000 Brochures 50,000 Visit USA 20,000 West Research 10,000	U.K. 400,000 Canada 115,000 Japan 115,000 Germany 20,000 Other 235,000	
CO	No	30,000	TOTAL: 12 D-5; I-7 T-12	3,800,000	Magazine 3,030,000 TV 770,000	469,000	Market Represent. 39,000 Trade Shows 30,000	U.K. 240,000 Germany 100,000 Japan 90,000 France 39,000	

See "Budget - Comments" section for explanatory notes

BUDGET - 1991-92 ADVERTISING

State	Solicitation of Conventions?	Participation in Travel Shows		DOMESTIC Media Purchase/ Media Allocation		INTERNATIONAL Advertising/ Promotion/ Media Allocation		INTERNATIONAL Advertising/ Promotion Allocation by Country	
		1991-92 Budget Amount	Total Number Domestic, Int'l Consumer, Trade						
CT	No	14,422	TOTAL: 7 D-6; I-1 C-1; T-6	250,000					
				Magazine	250,000				
DE	No		TOTAL: 6 D-5; I-1 C-1; T-5	155,000		20,000			
				Magazine	155,000				
FL	Yes	476,624	TOTAL: 108 D-70; I-38 C-2; T-106	4,167,295		1,853,681		Canada	533,980
				TV	3,401,413	TV	693,838	U.K.	487,622
				Magazine	765,882	Magazine	676,565	Mexico	337,194
						Trade Shows	18,895	Japan	212,635
						Promotion	464,583	Germany	125,349
								Other	156,901
GA	No	80,000	TOTAL: 30 D-30 C-18; T-12			200,000		Japan	150,000
						Magazine	20,000	U.K.	50,000
						Trade Shows	5,000		
						Mkt./Admin.	175,000		
HI HVB	Yes	1,985,000		2,871,000		3,357,450			
						Other 2	,093,250		
						Trade Shows 1	,264,200		
HI STO	Yes	417,000		1,939,657		350,000			
						Trade Shows	190,000		
						Other	160,000		
ID	Yes	35,000	TOTAL: 17 D-10; I-7 T-17	384,000		27,500		Japan	5,833
				TV	200,000	Trade Shows	15,000	Taiwan	4,833
				Magazine	184,000	Brochures	12,500	Canada	3,834
								U.K.	2,834
								France	2,334
								Germany	2,333
								Spain	1,833
								Italy	1,833
								Mexico	1,833
IL	No	25,000	TOTAL: 15 D-5; I-10 T-15	10,000,000					
IN	No	30,000	TOTAL: 7 D-7	550,000		15,000		U.K.	15,000
				TV	280,000	Other	15,000		
				Newspaper	160,000				
				Magazine	70,000				
				Radio	40,000				

See "Budget - Comments" section for explanatory notes

BUDGET - 1991-92 ADVERTISING

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State	Solicitation of Conventions?	Participation in Travel Shows		DOMESTIC Media Purchase/ Media Allocation		INTERNATIONAL Advertising/ Promotion/ Media Allocation		INTERNATIONAL Advertising/ Promotion Allocation by Country	
		1991-92 Budget Amount	Total Number Domestic, Int'l Consumer, Trade						
IA	Yes	20,000	TOTAL: 6 D-4; I-1 C-1	900,516		25,000		Canada Japan	20,000 5,000
				Newspaper Magazine Radio Other	500,000 255,566 75,000 69,950	Membership	25,000		
KS	No	20,000	TOTAL: 8 D-7; I-1 C-6; T-2	125,100		25,000		Canada	25,000
				Magazine Radio TV	95,100 15,000 15,000	Other	25,000		
KY	No	140,000	TOTAL: 36 D-30; I-6 C-12; T-24	2,350,000		150,000		Canada U.K. Germany France Japan	50,000 40,000 20,000 20,000 20,000
				TV Magazine Radio Newspaper Other	1,034,194 935,945 195,240 117,650 66,971	Trade Shows Missions Farm Tours Magazine Newspaper	40,000 40,000 40,000 20,000 10,000		
LA	No	None	TOTAL: 1	6,643,845					
ME	Yes	10,000	TOTAL: 6 D-5; I-1 T-6	270,638		63,920		Canada Other	38,920 25,000
				Magazine Newspaper Radio	121,459 118,487 30,692	Newspaper Magazine Other	23,045 15,875 25,000		
MD	Yes	30,000	TOTAL: 12 D-5; I-7 C-1; T-11	590,181		268,191		U.K. Japan Germany Canada Other	90,000 50,000 45,000 30,000 53,191
				Newspaper Radio Newspaper	535,181 50,000 5,000	Newspaper Radio Trade Shows Co-ops	65,000 30,000 30,000 143,191		
MA	Yes	27,000	TOTAL: 8 D-4; I-4 T-8	2,740,000		445,000		Japan U.K. Germany France Canada	200,000 100,000 50,000 50,000 45,000
				TV Magazine Radio Other	1,300,000 1,000,000 75,000 365,000	Magazine Trade Shows Fulfillment	370,000 25,000 50,000		
MI	No	None	None	2,258,732		50,000			
MN	Yes	36,411	TOTAL: 23 D-11; I-12 C-11; T-12	1,169,070		97,900		U.K. Japan Germany	50,000 25,000 22,900
				TV Newspaper Radio Magazine Other	542,570 329,600 126,000 116,800 54,100	Magazine Multi-State Direct Mail Production	5,770 75,000 10,130 7,000		

See "Budget - Comments" section for explanatory notes

BUDGET - 1991-92 ADVERTISING

State	Solicitation of Conventions?	Participation in Travel Shows		DOMESTIC Media Purchase/ Media Allocation		INTERNATIONAL Advertising/ Promotion/ Media Allocation		INTERNATIONAL Advertising/ Promotion Allocation by Country	
		1991-92 Budget Amount	Total Number Domestic, Int'l Consumer, Trade						
MS	Yes	40,000	TOTAL: 10 D-5; I-5 C-2; T-8						
MO	No	None	TOTAL: 6 D-6 C-6	3,117,303		45,500		Canada	27,000
				TV	945,405	Multi-State Program	45,000	U.K.	12,000
				Radio	846,370			France	6,500
				Newspaper	354,020				
				Magazine	85,000				
				Other	886,508				
MT	Yes	40,000	TOTAL: 12 D-8; I-4 C-4; T-8	2,058,185		314,000		Canada	144,000
				TV	1,398,185	TV	100,000	U.K.	50,000
				Magazine	540,000	Trade Shows	10,000	Germany	50,000
				Outdoor	110,000	Magazine	5,000	Japan	50,000
				Newspaper	5,000	Other	199,000	Taiwan	20,000
				Radio	5,000				
NE	No	10,000	TOTAL: 6 C-3; T-3	331,000					
				TV	131,000				
				Magazine	125,000				
				Newspaper	75,000				
NV	No	15,000	TOTAL: 15 D-10; I-5	1,000,000		261,250		U.K.	100,000
				Magazine	650,000	Magazine	60,000	Japan	65,000
				Newspaper	200,000	Newspaper	30,000	Taiwan	86,250
				TV	150,000	Trade Shows	5,000	Misc.	10,000
						Direct Mail	5,000		
						Admin.	161,250		
NH	No	15,000	TOTAL: 5 D-3; I-2 C-1; T-4	500,000		20,000		Canada	15,000
				TV	275,000	Trade Shows	15,000	U.K.	5,000
				Newspaper	116,000	Magazine	5,000		
				Radio	55,000				
				Magazine	54,000				
NJ	Yes	103,047	TOTAL: 12 D-4; I-8 T-12	2,636,000		54,404		U.K.	18,000
				Magazine	1,336,000	Magazine	42,404	Canada	13,000
				TV	1,000,000	Trade Shows	12,000	Japan	10,000
				Newspaper	200,000			Germany	8,404
				Radio	100,000			France	5,000
NM	Yes	100,000	TOTAL: 17 D-13; I-4 C-10; T-7	1,177,288		77,824			
				Magazine	739,328	Magazine	77,824		
				TV	390,536				
				Newspaper	47,424				
NY				3,016,700					

""See "Budget - Comments" section for explanatory notes""

BUDGET - 1991-92 ADVERTISING

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State	Solicitation of Conventions?	Participation in Travel Shows		DOMESTIC Media Purchase/ Media Allocation		INTERNATIONAL Advertising/ Promotion/ Media Allocation		INTERNATIONAL Advertising/ Promotion Allocation by Country	
		1991-92 Budget Amount	Total Number Domestic, Int'l Consumer, Trade						
NC	Yes	20,000	TOTAL: 12 D-9; I-3 T-12	1,559,124		40,000		Canada 9,475 Europe 30,525	
				TV 701,802 Magazine 595,544 Newspaper 180,178 Radio 81,600		Magazine 26,475 Trade Shows 13,525			
ND	No	62,000	TOTAL: 6 D-6 C-6	500,000		230,000		Canada 230,000	
				TV 425,000 Magazine 75,000		TV 205,000 Newspaper 25,000			
OH	No	20,000	TOTAL: 18 D-17; I-1 C-12; T-6	300,000		50,000		U.K. 50,000	
						Magazine 15,000 Trade Shows 10,000 Newspaper 5,000 PR 20,000			
OK	Yes	61,300	TOTAL: 25 D-19; I-6 C-14; T-11	1,292,638		52,084		Germany 16,900 France 9,875 Japan 5,400 Canada 4,000 Other 15,909	
				TV 810,495 Magazine 402,067 Newspaper 29,033 Outdoor 25,000 Other 26,043		Trade Shows 27,775 Magazine 4,000 Other 20,309			
OR	No	20,000	TOTAL: 10 D-5; I-5 C-2; T-8	300,000		185,000		Canada 60,000 Japan 50,000 U.K. 20,000 Germany 10,000 France 5,000 Mexico 5,000 Italy 5,000 Other 30,000	
				Magazine 260,000 Other 40,000		Promos 92,500 Trade Shows 50,000 PR 12,500 Other 30,000			
PA	Yes	35,000	TOTAL: 13 D-8; I-5 T-13	2,413,000					
				TV 1,428,000 Magazine 570,000 Radio 235,000 Outdoor 120,000 Other 60,000					
RI				1,100,000		65,000		Canada 25,000 U.K. 10,000 Germany 10,000 Italy 10,000 Japan 5,000 France 5,000	
				Magazine 600,000 Newspaper 400,000 TV 100,000		Newspaper 25,000 Magazine 20,000 Trade Shows 20,000			
SC DOT	Yes	75,000	TOTAL: 16 C-6; T-10	2,752,169					
				Magazine 1,788,409 TV 825,650 Newspaper 70,000 Radio 40,000 Other 28,110					

See "Budget - Comments" section for explanatory notes

BUDGET - 1991-92 ADVERTISING

State	Solicitation of Conventions?	Participation in Travel Shows		DOMESTIC Media Purchase/ Media Allocation	INTERNATIONAL Advertising/ Promotion/ Media Allocation		INTERNATIONAL Advertising/ Promotion Allocation by Country	
		1991-92 Budget Amount	Total Number Domestic, Int'l Consumer, Trade					
SC DIM		48,700	TOTAL: 17 C-5; T-12		703,141		Canada	200,500
							U.K.	150,000
					Magazine	583,841	Germany	148,000
					Trade Shows	48,700	Japan	94,841
					Other	90,900	France	40,000
							Spain	25,000
							Italy	20,000
							Other	25,000
SD	Yes	37,000	TOTAL: 10 D-10 C-10	1,617,000	100,000		U.K.	50,000
				TV	750,000	PR/Other	Germany	40,000
				Newspaper	550,000		Japan	10,000
				Magazine	145,000			
				Outdoor	75,000			
				Radio	10,000			
				Other	87,000			
TN	Yes	70,000	TOTAL: 20 D-17; I-3 C-8; T-12	1,350,000	37,000		U.K.	18,000
				TV	780,000	Trade Shows	Japan	14,000
				Magazine	500,000	Magazine	Canada	5,000
				Newspaper	70,000	Other		
TX HWYS	No	None	None					
TX TOUR	No		TOTAL: 36 D-15; I-21 C-8; T-28	5,402,884	435,371		Mexico	401,311
				Magazine	2,983,125	TV	U.K.	13,875
				TV	2,279,940	Magazine	Japan	10,935
				Radio	71,780	Outdoor	Canada	9,250
				Newspaper	68,039	Newspaper		
UT	No	35,000	TOTAL: 8 D-2; I-6	1,258,040	104,324		Japan/Asia	42,324
				Magazine	807,040	Trade Shows	Germany	15,000
				Radio	249,000	Seminars	France	15,000
				Outdoor	202,000		U.K.	15,000
							Other	17,000
VT	Yes		TOTAL: 6 D-4; I-2 T-6	708,000	47,500		Canada	34,000
				TV	435,000	TV	U.K.	4,500
				Newspaper	159,500	Newspaper	Germany	3,000
				Magazine	96,000	Trade Shows	Other	6,000
				Radio	17,500	Magazine		
						Other		
VA	Yes	90,000	TOTAL: 26 D-19; I-7 C-1; T-25	4,900,000	605,000		U.K.	234,895
				TV	2,700,000	Magazine	Germany	189,820
				Magazine	1,000,000	Newspaper	France	116,675
				Newspaper	750,000	Trade Shows	Japan	36,440
				Radio	450,000	Other	Mexico	3,000
							Other	24,370
WA	No	10,000	TOTAL: 2 I-2 T-2	176,950	90,000		Japan	40,000
				Magazine	176,950	Trade Shows	U.K.	25,000
						Missions/Mkt.	Germany	20,000
							Canada	5,000

See "Budget - Comments" section for explanatory notes

BUDGET - 1991-92 ADVERTISING

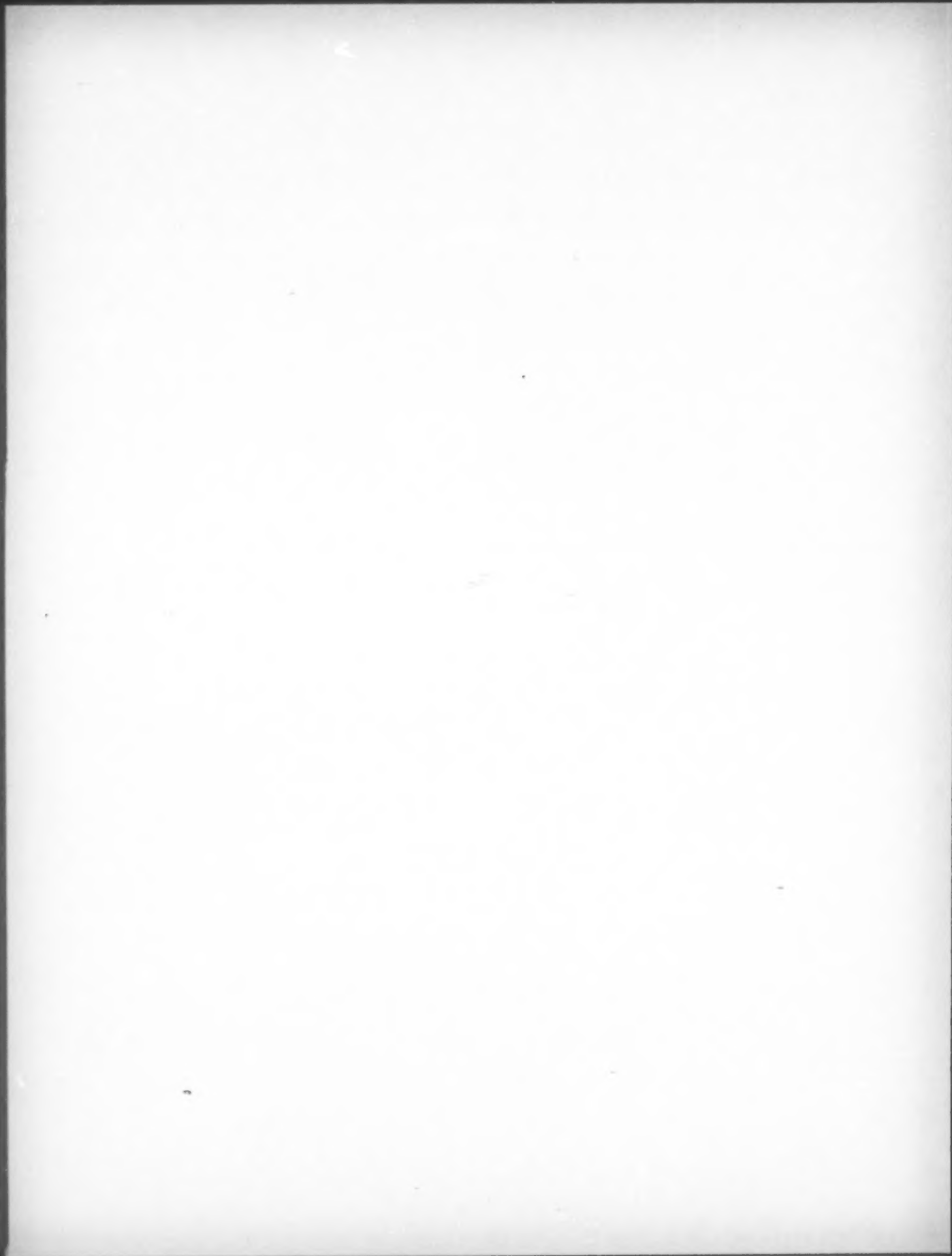
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State	Solicitation of Conventions?	Participation in Travel Shows		DOMESTIC Media Purchase/ Media Allocation		INTERNATIONAL Advertising/ Promotion/ Media Allocation		INTERNATIONAL Advertising/ Promotion Allocation by Country	
		1991-92 Budget Amount	Total Number Domestic, Int'l Consumer, Trade						
WV	No	10,000	TOTAL: 8 D-6; I-2 C-3; T-5	2,200,000		10,000		Canada	10,000
				TV	1,800,000	Magazine	5,000		
				Magazine	600,000	Newspaper	5,000		
WI	Yes	35,000	TOTAL: 5 C-5			90,000		U.K.	60,000
						Publ/Adv/Memb.	90,000	Japan	30,000
WY	Yes	54,500	TOTAL: 10 D-3; I-7 C-3; T-7	980,000		169,000		Germany	58,750
				Magazine	650,000	Trade Shows	32,000	U.K.	57,750
				Newspaper	330,000	Fairs/Other	137,000	Japan	32,000
								Canada	7,000
								France	4,000
								Other	9,500
DC COMM	No	5,000	TOTAL: 4 D-2; I-2 C-2; T-2	960,000		405,000		Canada	100,000
				Magazine	650,000	Magazine	200,000	U.K.	100,000
				Newspaper	330,000	Newspaper	200,000	Germany	100,000
						Trade Shows	5,000	Japan	100,000
								Other	5,000
CM	No		TOTAL: 10 I-10 C-8; T-2			1,164,200		Japan	742,500
								S.E. Asia	60,000
								Aus./New Z	35,000
								Canada/US	20,000
								Europe	15,000
								Guam	10,000
								Other	281,700
PR	Yes	450,000	TOTAL: 60 I-60 T-60	226,800		14,564,397		U.S.	12,526,592
				TV	113,400	Trade Shows	3,636,397	Spain	534,500
				Radio	45,360	Magazine	2,671,400	Germany	343,500
				Magazine	34,020	Radio	2,448,200	Italy	236,300
				Newspaper	34,020	TV	2,350,700	U.K.	201,000
						Newspaper	400,000	France	186,000
						Other	3,059,700	Mexico	146,230
								Japan	120,000
								Canada	94,275
								Other	176,000

See "Budget - Comments" section for explanatory notes

State	Explanatory Notes
AK DOT	In fiscal year 1990-91, the Alaska State Legislature appropriated \$2,000,000 in supplemental funds to the Division of Tourism for domestic marketing. In fiscal year 1991-92, the Division of Tourism received an \$800,000 federal grant for disaster relief financial assistance. Funds will be used for international tourism promotion.
AR	Arkansas has a biennial budget. The legislature establishes the budget based on projected revenue from tourism tax receipts. A 2% tax is collected from marina rentals, lodging, campgrounds and admission to attractions.
FL	Florida has a biennial budget. The amount is appropriated by Legislature.
HI	Hawaii has a biennial budget. It is in the second year of the General Appropriation Act of 1991.
IN	Indiana has a biennial budget. It is now \$6,500,000. Currently the 91-92 and 92-93 fiscal years are \$3,250,000. If it becomes necessary, the Tourism Office will use some of the 92-93 promotion funds for 91-92 fiscal year.
KY	Kentucky has a biennial budget. The legislature prepares and approves budgets for two years when they meet. (They meet every two years for 80 days.) In 1990, the last time the legislature was in session, they approved a 1990-91 and 1991-92 budget. In January 1992 the department submitted the proposed 1992-93 and 1993-94 budgets for legislative approval.
ME	Maine has a biennial budget.
MI	International program expenditures are Michigan's contribution to the regional Fresh Coast Campaign - a joint campaign by Great Lakes states in international markets. No overall media plan has been prepared for 91-92.
MN	Minnesota has a biennial budget. The Legislature appropriates for the biennium but specifies amounts for each year of the biennium. The Tourism Loan Program aids in expansion or renovation of existing tourism properties offering lodging.
MO	In the 1990-91 budget, figures include general revenue reserve of: Personal Services \$20,091, Other Administrative costs \$54,537, Domestic Advertising Media Purchase \$712,506 and Welcome Center Operation \$6,513. Domestic Media breakdown/Other Media Advertising includes \$712,506 general revenue reserve. In the 1991-92 projected budget, figures include general revenue reserve for: Personal Services \$1,323, Other Administrative costs \$88,406, Domestic Advertising Media Purchase \$861,508, Welcome Center Operation \$9,281. Domestic Media breakdown/Other Media Advertising includes \$861,508 general revenue reserve.
NV	Nevada has a biennial budget. Each fiscal year has separate approval categories. Room Tax Revenue is projected and budgeted with contingency categories which can be cut if revenue is not realized.
NH	New Hampshire has a biennial budget. The 1991-92 budget is the first year of biennial budget. A 1992-93 budget has also been determined.
NJ	The original budget appropriated by the legislature for FY'92 was for \$6,862,000 which included 200,000 for matching grants but to compensate for a projected budget shortfall we had to reduce that amount by 650,000. This survey reflects the adjusted budget amount.
NC	North Carolina has a biennial budget.

State	Explanatory Notes
ND	North Dakota has a biennial budget.
OH	Ohio has a biennial budget.
OR	Oregon has a biennial budget.
TX TOUR	Texas has a biennial budget. Budget projections are made by the Texas State Comptroller of Public Accounts (projections of hotel/motel tax collections).
TX HWYS	Texas has a biennial budget. The Texas Legislature meets every two years and allocates funds to state agencies based on the agencies' Legislative Appropriations Requests. Even though the appropriations are made every two years, the Legislative Appropriations Requests have funds specified in each of the two years. Funds left from one year cannot be carried forward to the second year of the biennium. The 1991-92 projected budget totals used in this questionnaire were extracted from an allocation already received for Fiscal Year 1992. The biennium is as follows: September 1, 1990 to August 31, 1991 - Fiscal Year 1991. September 1, 1991 to August 31, 1992 - Fiscal Year 1992.
VA	Virginia has a biennial budget. Although the Tourism Development Group has a biennial budget, separate projected budgets are created for each of the two fiscal years.
WA	Washington has a biennial budget.
WI	Wisconsin has a biennial budget.
WY	Wyoming has a biennial budget. the overall biennium budget was \$7,257,682. Of that, \$4,125,796 was spent in the first year. A total of \$3,131,886 remains for the second year.



State	Current Travel Promotion Theme or Slogan	Out-of-State Cities in Which Information Centers are Located	Foreign Cities or Countries in Which Travel Office is Represented	Official Name of Annual State Travel Conference	Month Conference Normally Held	Toll-Free Telephone Number for Travel Information Inquiries Advertising Toll-Free Number Same for General Inquiries?
AL	Alabama! The State of Surprises!	None	Germany Japan Korea	Alabama Hospitality & Tourism Conference	May	In-state: 800-392-8096 Out-of-state: 800-ALA-BAMA No
AK DOT	"If you've got what it takes, you can make it to the top."	None	Tokyo, Japan Frankfurt, Germany Sydney, Australia	Alaska Visitors Association Annual Conference	October	None
AZ	Arizona, if you knew it, you'd do it.	None*	None	Annual Arizona Governor's Tourism Symposium	January	None No**
AR	Arkansas . . . The Natural State	None*	Tokyo, Japan	Governor's Conference on Tourism	March/ April	800-NATURAL Yes
CA	Discover The Californias	None	None	Discontinued		800-TO-CALIF Yes
CO	None	None	Great Britain Netherlands Germany Austria Switzerland France Italy	Colorado Tourism Conference	April	1-800-COLORADO No
CT	CLASSIConnecticut The Pride of New England	New York, NY Sturbridge, MA Plymouth, MA	Frankfurt, Germany Tokyo, Japan	Connecticut Tourism Week	May	800-CT BOUND No
DE	Delaware, Small Wonder The First State of America	None	None	Lt. Governor's Tourism Conference	Spring	800-441-8846 Yes
DC CVA	Celebrate the City - Discover the World	Chicago	London, England Frankfurt, Germany Tokyo, Japan	None		Hotels/attractions: 800-422-8644* No
DC COMM	Washington, D.C. Celebrate the City - Discover the World	None*	None	N/A	N/A	800-422-8644 No
FL	See Florida Coast to Coast to Coast	None	London, England Toronto, Canada Brazil Japan Germany	Florida Governor's Conference on Tourism	September	None

**See "General Promotion - Table 2" for explanatory notes*

State	Current Travel Promotion Theme or Slogan	Out-of-State Cities in Which Information Centers are Located	Foreign Cities or Countries in Which Travel Office is Represented	Official Name of Annual State Travel Conference	Month Conference Normally Held	Toll-Free Telephone Number for Travel Information Inquiries Advertising Toll-Free Number Same for General Inquiries?
GA	Georgia on My Mind	None	Tokyo, Japan Toronto, Canada	Georgia's Governor's Tourism Conference	September	800-VISIT-GA Yes
HI HVB	Come To Life In Hawaii	Regional Offices: Los Angeles, CA San Francisco, CA Chicago, IL New York, NY Convention Office: Washington, DC	Tokyo, Japan Hong Kong Australia Frankfurt, Germany London, England Canada Korea	None	N/A	None
ID	Idaho, Discover the Undiscovered America	None	Seoul, S.Korea Taipei, Taiwan Tokyo, Japan	Governor's Conference on Tourism	May	Out-of-state: 800-635-7820 Yes
IL	Illinois, The American Renaissance	None	Brussels, Belgium San Paulo, Brazil Hong Kong Shenyang, China Tokyo, Japan Osaka, Japan Mexico City, Mexico Toronto, Ontario	Governor's Conference on Tourism	May	800-223-0121 No
IN	Come on IN Indiana	None	Tokyo, Japan London, England Netherlands Taipei, Taiwan	Lt. Governor's Conference on Tourism	March	800-289-ON IN No
IA	The Time Is Right To Discover Iowa Treasures	None	Frankfurt, Germany Hong Kong Tokyo, Japan	Iowa Conference on Tourism	October	800-345-IOWA Yes
KS	Kansas! The Secret's Out	None	None	Annual Conference on Tourism	September	800-252-6727 Yes
KY	The Uncommon Wealth of Kentucky	None	None	Fall Travel Conference	October	800-225-TRIP In- and out-of-state, Ontario and Quebec Yes
LA	Louisiana, We're Really Cookin'	None	None	LA Travel Summit	January or February	Consumer:* 800-33-GUMBO Travel Industry: 800-227-4FUN Yes
ME	Maine, The Way Life Should Be	New England Vacation Center, New York, NY	None	Governor's Conference on Tourism	May	800-533-9586* Yes

See "General Promotion - Table 2" for explanatory notes

GENERAL PROMOTION - TABLE 1

State	Current Travel Promotion Theme or Slogan	Out-of-State Cities in Which Information Centers are Located	Foreign Cities or Countries in Which Travel Office is Represented	Official Name of Annual State Travel Conference	Month Conference Normally Held	Toll-Free Telephone Number for Travel Information Inquiries Advertising Toll-Free Number Same for General Inquiries?
MD	Maryland . . . More than You Can Imagine	None	None	Governor's Tourism Conference	October	800-MD is FUN No
MA	None	New York, NY	Tokyo, Japan London, England	Governor's Conference on Travel and Tourism	April	800-447-MASS (Guide book only) No
MI	YES MICHIGAN	None	None	Governor's Conference on Tourism	April	800-5431-YES Yes
MN	Explore Minnesota	None	None	Minnesota Conference on Tourism	January	Nationwide 800-657-3700 Twin Cities: 296-5029 Yes
MS	Mississippi: Picture It	None	Taipei, Taiwan Tokyo, Japan Seoul, Korea Hong Kong Frankfurt, Germany	MS Hospitality and Tourism Conference	January	800-647-2290 Yes
MO	Wake Up to Missouri	None	Japan Germany	Missouri's Governor's Conference on Tourism	November	800-877-1234 No
MT	Montana Unspoiled, Unforgettable & The Big Sky	None	Tokyo, Japan Taipei, Taiwan Kumamoto Germany United Kingdom	Governor's Conference on Tourism and Recreation	April	Out-of-state: 800-541-1447 No
NE	Come See What We're Up To Now!	None	None	Annual Governor's Travel Industry Conference	February	800-228-4307 Yes
NV	Discover Both Sides of Nevada	Washington, DC	Tokyo, Japan Taipei, Taiwan London, England	Governor's Conference on Tourism	December	800-NEVADA-8 Yes
NH	It's Right in New Hampshire	None	None	Annual Governor's Conference	May (Nat'l Tourism Week)	Out-of-state: 800-258-3608* No
NJ	New Jersey and You . . . Perfect Together	None	Canada Japan	Governor's Conference on Tourism	March	800-JERSEY-7 Yes
NM	New Mexico USA, Land of Enchantment	None	None	Governor's Conference on Tourism		Out-of-state: 800-545-2040 Yes

See "General Promotion - Table 2" for explanatory notes

State	Current Travel Promotion Theme or Slogan	Out-of-State Cities in Which Information Centers are Located	Foreign Cities or Countries in Which Travel Office is Represented	Official Name of Annual State Travel Conference	Month Conference Normally Held	Toll-Free Telephone Number for Travel Information Inquiries Advertising Toll-Free Number Same for General Inquiries?
NC	None	None	None	Governor's Conference on Travel & Tourism	March	800-VISIT-NC Yes
ND	Discover the Spirit	None	None	Conference on Tourism	October	In-state: 800-472-2100 Out-of-state: 800-437-2077 Canada: 800-537-8879 Yes
OH	Ohio... The Heart of It All	None	Belgium Japan Africa Canada	Governor's Conference on Tourism ... Tourism 2000	April	National: 800-BUCKEYE Canada: Ontario, Quebec: 800-533-5222 Yes
OK	Discover Oklahoma!	None	None	Oklahoma Travel Industry Conference	First week of November	800-652-6552 No
OR	Oregon. Things Look Different Here.	None	None	Governor's Tourism Conference	March	Out-of-state: 800-547-7842 Yes
PA	Pennsylvania: America Starts Here	None	None	None	N/A	800-VISIT PA* 800-237-4363** Yes
RI	America's First Resort	None	None	Governor's Conference on Tourism	May	Out-of-state: 800-556-2434 Yes
SC DOT	Smiling Faces -- Beautiful Places	None	Frankfurt, Germany London, England	South Carolina Governor's Conference on Tourism and Travel	January or February	Yes* No
SD	Great Faces. Great Places.	None*	None	Governor's Tourism Conference	January	In-state:** 800-952-2217 Out-of-state: 800-843-1930
TN	Tennessee... We're Playing Your Song	None	None	Governor's Conference on Tourism	September	Various* No
TX DOT		None	None	Texas Travel Summit and Texas Travel Counselors Conference	September and April	* No

See "General Promotion - Table 2" for explanatory notes

GENERAL PROMOTION - TABLE 1

State	Current Travel Promotion Theme or Slogan	Out-of-State Cities in Which Information Centers are Located	Foreign Cities or Countries in Which Travel Office is Represented	Official Name of Annual State Travel Conference	Month Conference Normally Held	Toll-Free Telephone Number for Travel Information Inquiries Advertising Toll-Free Number Same for General Inquiries?
TX TOUR	Texas It's Like A Whole Other Country	None	Tokyo, Japan Mexico City, Mexico Frankfurt, Germany Taipei, Taiwan	Texas Travel Summit	September	800-888-8TEX No
UT	The Greatest Snow on Earth Best of the West	None	Brussels, Belgium Tokyo, Japan Seoul, S. Korea Taipei, Taiwan	Tourism Section Governor's Conference on Economic Development	February	No
VT	Vermont Makes It Special	None	None	Vermont Travel Industry Conference	November	Various numbers used No
VA	Virginia Is For Lovers	Washington, D.C.	United Kingdom Germany France Japan	Governor's Travel & Tourism Conference	Between October & January	800-VISIT VA No
WA	Washington A Constant State of Wonder	None	Tokyo, Japan London, England	Team Washington Tourism Conference	November	800-544-1800* No
WV	West Virginia A Welcome Change	None	None	WV Governor's Conference on Tourism	November	in/Out-of-State and Canada: 800-CALL WVA Yes
WI	Wisconsin, You're Among Friends	Chicago, IL	Frankfurt, Germany Tokyo, Japan	Governor's Conference on Tourism	February	800-372-2737* No
WY	Find Yourself in Wyoming	None	Frankfurt, Germany Sydney, Australia London, England Tokyo, Japan	Wyoming Governor's Conference on Tourism	April	World Wide 800-225-5996 Yes
CM			Tokyo, Japan			N/A
GU			Japan Korea Taiwan Australia			
PR	Discover the New Old World, Puerto Rico the Shining Star of the Caribbean	Miami, FL New York, NY Los Angeles, CA	Spain France Germany Italy Scandinavia	N/A	N/A	800-223-6530 Travel Agent 800-866-Star Consumer Yes

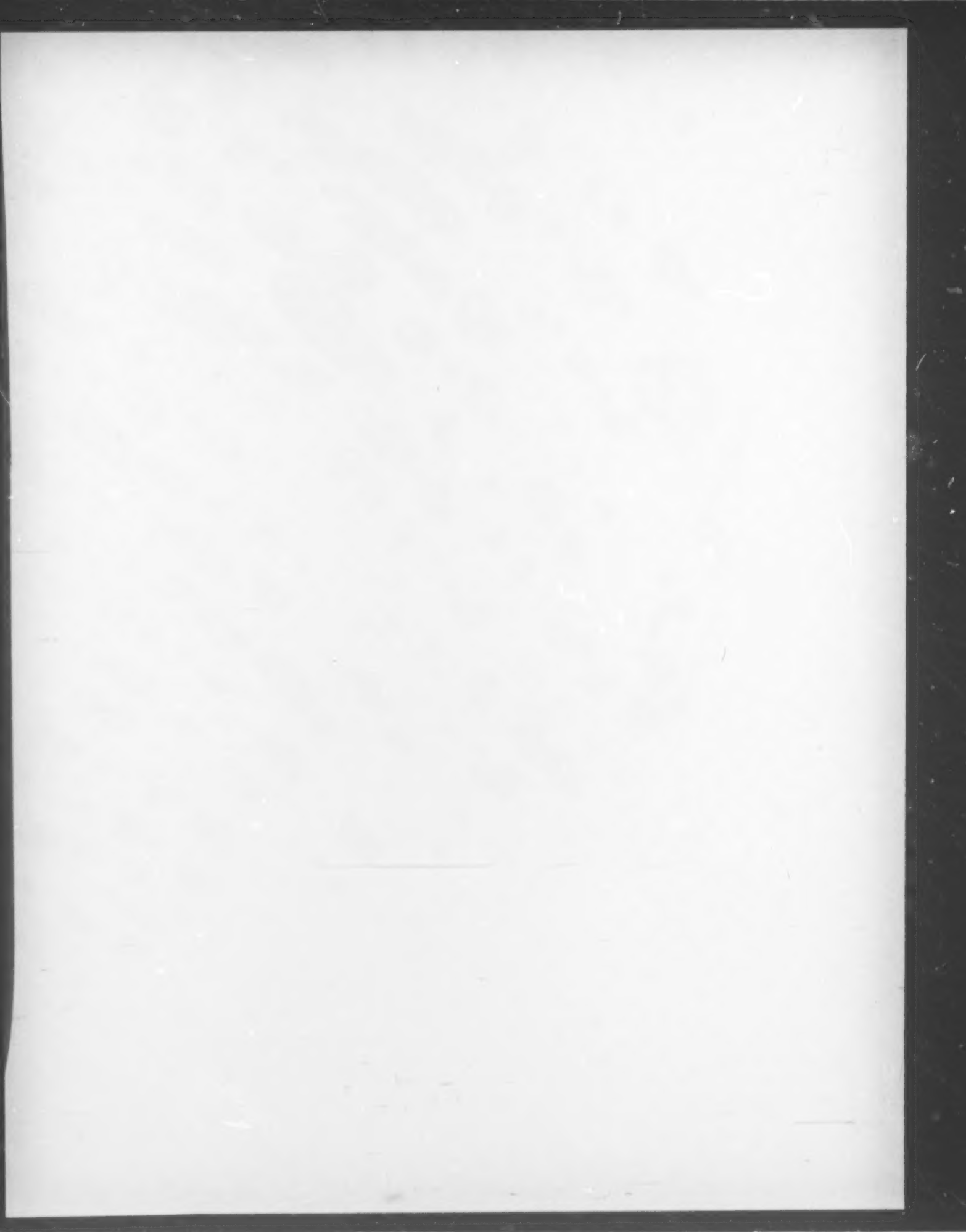
See "General Promotion -- Table 2" for explanatory notes

State	Explanatory Notes
AZ	*In conjunction with the AZ Dept. of Commerce, the AZ Office of Tourism will open a trade and Tourism office in Mexico City in December, 1991. **The toll-free number initially will only appear in national television spots.
AR	*The Arkansas Industrial Development Commission has offices in Brussels, Belgium; Tokyo, Japan; and Taipei, Taiwan.
CT	The toll-free number is now nationwide. Information also can be obtained by dialing (203)258-4290. Tourism Week includes the Annual Unity Dinner where the Governor presents Travel Achievement Awards. Promotion efforts also include a tourism film, a state-wide slide show, the developing of regional tourism councils, a welcome center at Bradley International Airport, joint New England promotion in cooperation with the other five state travel directors and a continuing effort to attract movie and television program production. *For Tourism Info: (203) 258-4355
DC CVA	*Toll-free number for a brochure on hotels and attractions.
DC COMM	*The DCCTPW has contacts with intl sales representatives in conjunction with the Washington Convention and Visitors Association in Japan, Germany and the United Kingdom. Persons who call our toll-free number listed in our ads receive our free Washington Weekends brochure. All other inquiries for general tourist information are referred to our main office.
FL	Out-of-state travel offices are full-time state offices staffed with Tourism Division employees. The London office has 2 employees, Toronto has 2 and the Latin American office in Coral Gables, FL has 3 employees.
IN	We currently use different 800 numbers for each medium of advertising.
LA	*Both toll-free numbers are for out-of-state callers only.
ME	*Unlimited usage within the U.S. (except Maine). Also Puerto Rico, St. Thomas, St. Croix, and St. John.
MD	The toll-free number is for tourist inquiries only. A variety of 800 numbers are used to trace precise origin of inquiry and to monitor effectiveness of media and creative.
MA	Massachusetts is represented with other northeastern states in the New England Vacation Center. The London and Tokyo offices are shared with the other New England states. * General inquiries (617) 727-3201
MN	We use separate toll free numbers for TV ads to help in tracking and evaluations. Some print ads use specific numbers and others use our general travel counselor's number. We also maintain nine toll-free numbers for trade and industry use, excluding consumers.
MS	*We have instituted an "Events Hotline" for Mississippi and contiguous states which provides weekly calendar of events information.
MT	Different 800 numbers for tour operators and film industry
NH	The numbers for the state-owned Cannon and Sunapee Mountains are 800-552-1234 and 800-322-3300, respectively. The number for cross country skiing information is: 800-262-6660. *For ME, VT, CT, MA, RI, NY and parts of NJ only. This telephone, as well as a 24-hour taped toll number (603-224-2525) is currently used to give events of the week in New Hampshire. It gives status of the foliage statewide in autumn, and ski conditions are given in winter.
NC	Toll-free number is accessible in the continental United States and Canada.
OH	A partially automated answering system has been added to expand operation services of the toll-free travel information number to 24 hours a day.

GENERAL PROMOTION - TABLE 2

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State	Explanatory Notes
OK	There are OK Department of Commerce offices located in : New Delhi, India; Frankfurt, Germany; Shanghai, China; Tokyo, Japan; Seoul, Korea; and Singapore. Also there is a Dept. of Commerce office in Orange County, California. We use a national telemarketing firm to answer calls generated by out-of-state television and newspaper ads.
OR	The Economic Development Department has foreign offices in Tokyo, Japan; Taipei, Taiwan; and Seoul, S. Korea.
PA	*For single copies of state travel guide only. **Bureau of Travel Marketing, Harrisburg, PA.
SC DOT	*A toll-free number was used during the spring and fall TV and print campaign, and a "trade only" toll free number was activated in the Fall of 1989.
SD	*South Dakota maintains a special toll-free number for fishing and snow information. This nationwide number is 800-445-3474. ** We are now working on establishing a sales office in Europe.
TN	*Our advertising carries toll-free numbers contracted with a telemarketing service. Different numbers are used to enable source tracking. The numbers are for ad response only and not for general information inquiries.
TX DOT	*The Travel and Information Division of the Texas Department of Transportation has installed a 1-800 toll-free telephone number for the travel information professional travel counseling, and road conditions. The phone number is 1-800-452-9292. This 1-800 number is good only within the state of Texas. The 1-800-888-8TEX number operated by the Texas Department of Commerce can be used by in-state and out-of-state callers. This number is for requesting travel literature by mail.
WA	*The toll-free telephone number is for requesting travel planning guide only; all other requests transmitted to travel office via electronic mail and/or referred to regular travel office phone number.
WV	Toll-free number is used for tourist information, state park reservations, and reservations with various private sector facilities.
WI	*Toll-free number covers Wisconsin and surrounding states of Minnesota, Michigan, Northern Illinois and Iowa. We also use a telemarketing service for advertising which provides national toll-free numbers.



State	Publish & Distribute Package Tour Catalog			Conduct Fam Tours Related to Catalog		Package Tour Development		Additional Comments
	Done in 1990?	Planned for 1991?	No. of Tours	Done in 1990?	Planned for 1991?	Budget Alloca- ted?	Staff Member Assigned?	
AL	Yes	Yes	9	No	No	Yes	Yes	
AK	No	No		Yes	Yes	Yes	Yes	These are for Japanese, Korean, Australian, and German speaking European markets.
AK ATMC	No	No		No	No	No	No	
AZ	Yes	Yes	16	Yes	Yes	Yes	Yes	
AR	No	No		No	No	No	No	Specific tours are not outlined in the Group Tour Planners. Attractions, restaurants, lodging facilities are listed that accommodate motor coach tours. We also have Group Travel Planner, suggested itineraries, slides, video, color separation, loan program, escort cards, group leader joint mailings, and a toll-free number.
CA	Yes*	Yes	5	Yes	Yes	No	Yes	*The Office of Tourism publishes a 200 page booklet entitled, The California Travel Planning Guide - 1992, which includes vital information for travel agents and tour operators including several suggested itineraries. Also, a 48 page publication entitled Driving Tours which contains 20 suggested routes.
CO	Yes	Yes	112	No	No	Yes	Yes	Promotional video will be available in 1992. A tour planning guide was published and distributed during 1990-1991 that provides information necessary for developing group package tours. A year-round package brochure was printed in 1991 and distributed to the travel agent market for consumer sales. It includes a variety of activities, including motorcoach tours.
CT	No	No		No	Yes	No	Yes	Customized itinerary planning; sales promotion materials - slides, photos, videos, brochures, posters, FAM tours. We offer assistance to promoters of major events in attracting group business, e.g., Canon Greater Hartford Golf Tourney and Volvo Tennis Tournament.
DE	No	No		N/A	N/A	N/A	Yes	Other group services: promotion aids, itinerary planning, Fam tours.
DC CVA	No	No		No	No	Yes	Yes	
DC COMM	No	No		No	No	No	No	The D.C. Committee to Promote Washington publishes a brochure that is distributed to tour bus operators across the United States, which outlines available tour bus parking in D.C. It is free (up to 15 copies).
FL	Yes	Yes		No	Yes	Yes	Yes	The state office performs as the liaison between the tour operator and the Florida industry; therefore, providing ease and shortcuts to designing itineraries. One telephone number is dedicated to the senior marketing representative performing group leisure market activities. Florida has shelf brochures for operators who meet certain guidelines.
GA	No	Yes		Yes	Yes	Yes	Yes	Co-sponsored a farm vacation seminar and maintain a group lead program.

PACKAGE TOURS

State	Publish & Distribute Package Tour Catalog			Conduct Fam Tours Related to Catalog		Package Tour Development		Additional Comments
	Done in 1990?	Planned for 1991?	No. of Tours	Done in 1990?	Planned for 1991?	Budget Alloca- ted?	Staff Member Assigned?	
HI STO	No	No		No	No	No	No	
HI HVB	No	No		No	No	No	No	
ID	No	No		No	No	No	No	We produce and distribute motor coach manuals and conduct ours for planning purposes. We will also do individual itinerary planning for tour operators.
IL	No	Yes		No	No	Yes	Yes	The tours are itineraries, not packages. The itineraries are sent to tour operators upon request.
IN	No	No		Yes	Yes	Yes	Yes	One of the functions of the Tourism Information and Promotion Fund is to assist package tours. The annual Lt. Governor's Conference has speakers which address the "how to" issues of packages. It provides include promoting Indiana, not-for-profit familiarization tours, and assisting in developing package promotion. Developed a group tour manual in 1991. Staff assists local tourism groups with promoting and developing package tours.
IA	Yes	Yes	17	No	Yes	Yes	Yes	Other group services include videos and itinerary assistance.
KS	No	Yes	6	Yes	Yes	Yes	Yes	Other group services: slides and videos; escort on site visits; in-state transportation, meals and lodging; itinerary planning and coordination assistance.
KY	Yes	No	8	Yes	Yes	No	Yes	We conduct 4 to 5 FAM tours each year. Package tour catalog published biannually; used for 2 years. Colorful driving tour catalog distributed to consumer and trade. Other services include A/V marketing aids, tourshells, itinerary development, and complete destination services.
LA	No	No		No	No	No	No	The Office of Tourism does conduct FAM tours throughout the state 4-5 times a year.
ME	No	No		No	No	Yes	Yes	This office assists the industry with its own individual tour package development and provides appropriate material when requested. We offer liaison between incoming groups and state receptive operators, CVB's and tourism facilities, information brochures, maps, slides, and pictures for brochure development.
MD	Yes	Yes	43*	Yes	Yes	Yes	Yes	*The MD Office of Tourism Development markets and promotes package tours produced by Maryland's travel industry. OTD developed a direct mail piece listing package tours for the winter holidays targeted to groups; internationally OTD has produced the Maryland Menu which lists package tours directed to the international wholesaler group; 14 tours direct mail, 8 MD menu. Other group services include meetings and convention sales support to CVB's.
MA	No	No		No	No	Yes	Yes	Group tour manual of lodging, attractions and services. Seasonal Fam tours for tour operators.
MI	No	No		No	No	No	No	
MN	No	No		Yes	Yes	Yes	Yes	Other group services include welcome packets at highway centers, itinerary planning, group planning manual, FAM tours, videos and color slides.

State	Publish & Distribute Package Tour Catalog			Conduct Fam Tours Related to Catalog		Package Tour Development		Additional Comments
	Done in 1990?	Planned for 1991?	No. of Tours	Done in 1990?	Planned for 1991?	Budget Alloca- ted?	Staff Member Assigned?	
MS	Yes	Yes	13	No	No	No	Yes	Assistance with transportation information, identifying receptive operators. Fam tours to be done in calendar year '92.
MO	Yes	Yes	varies	Yes	Yes	Yes	Yes	The State of Missouri provides a group tour planner which lists (by region) attractions, accommodations and services. We do not, however, promote specific tours but are active in helping any and all group tour operators develop tours in state. We also offer videos, slides, co-op marketing to tour operators.
MT	No	No		No	No	No	No	We offer slides and black and white photos and familiarization tours. As a state travel promotion agency, we promote Montana as a tour destination. We do not have package tours; we assist tour operators as they package Montana tours. The "catalog" that Travel Montana prints and distributes is more accurately called a Group Tour Planning Guide - a resource for the tour planner.
NE	Yes	Yes	8	Yes	Yes	Yes	Yes	Our group tour manual has suggested tour itineraries - but no package tours. We also offer guides and co-op advertising.
NV	Yes	Yes		Yes	Yes	Yes	Yes	
NH	No	Yes		No	Yes	Yes	Yes	Program is planned for the future. Other group services include sample itineraries, videos, slides, Tour Manual '92, events info and tour assistance.
NJ	No	No		No	No	Yes	Yes	We also offer promotional material and aids, itineraries, videos, fam tours, tour planner guide and cooperative advertising. Budget and staff reductions have delayed our plans to publish a tour package catalog until 1992.
NM	No	Yes	6	No	Yes	Yes	Yes	Other services: slides, videos and itinerary planning.
NC	No	Yes		Yes	Yes	Yes	Yes	
ND	Yes	Yes	0	Yes	Yes	No	Yes	We offer trip planning assistance to operators and provide information and help for tour package development. We publish a group tour planning guide with suggested itineraries, escort notes, and complete listings of attractions, restaurants, and accommodations. We now have a staff member working full-time on motorcoach services, with an enhanced budget and a regular schedule of FAM tours.
OH	No	No		No	No	Yes	Yes	We now offer 800 service for tour operators in need of Ohio information. The information is available over the telephone from our group tour specialist, or can be faxed to the tour operator.
OK	No	No	N/A	No	No	No	No	The state tourism office assists in developing custom itineraries. An America's Heartland regional brochure has been developed for the international market and includes Oklahoma in the itineraries. Other group services: Sample itineraries, video tapes, slides, tour shells, tour group contacts and information, and a group tour planner.
OR	No	No				No	No	We do not promote specific packages, but rather provide travel planners with suggested itineraries and routes, and offer trip planning assistance. In addition, our Group Tour Planner lists receptive operators for further information. Other group services: Group Tour Manual, itinerary assistance and Promotion Canada packages.

PACKAGE TOURS

State	Publish & Distribute Package Tour Catalog			Conduct Fam Tours Related to Catalog		Package Tour Development		Additional Comments
	Done in 1990?	Planned for 1991?	No. of Tours	Done in 1990?	Planned for 1991?	Budget Alloca- ted?	Staff Member Assigned?	
PA	No	No		No	No	No	No	Many of state's 54 tourism promotion agencies publish destination specific group tour manuals. Other group services: Fam tours to international tour operators and agents.
RI	No	No		Yes	Yes	Yes	Yes	We offer itinerary development, slides, FAMs, and tour planner.
SC DOT	No	No		No	No	Yes	Yes	The SC Division of Tourism promotes individual package tours that are provided by the industry, and we encourage the industry to develop new and different package tours. We do provide group tour manuals, but specific tours are not outlined in the publication. We have begun a new program where we send newsletters to those operators on our database and many times we include package information in these.
SD	Yes	Yes	4	Yes	Yes	Yes	Yes	
TN	No	No		No	No	No	No	The Dept. publishes a tour planning guide with suggested itineraries and other collateral material to assist tour planners. Fam tours are conducted annually for operators.
TX TOUR	Yes	Yes	14	Yes	Yes	Yes	Yes	Other group services include tour shells, sample itineraries, videos, and itinerary planning.
UT	Yes	Yes	138	No	No	No	No	
VT	No	No		No	No	No	No	These programs are conducted by the Vermont Chamber of Commerce and a private company that represents properties throughout the state.
VA	No	No		No	No	No	Yes	A group tour and travel directory is published and made available to the professional tour planner. An additional publication offered is a Package Plan Directory which is a compilation of FIT hotel packages, commissionable to retail travel agents. Approximately 80 pages and 100 packages.
WA	No	No		No	No	Yes	Yes	We publish a Tour Planning Guide designed to assist tour operators in creating their own packages. We also operate FAM tours - but not necessarily oriented around specific packages.
WV	No	Yes		No	No	Yes	Yes	Step on Guide Service, literature, video & slide presentations. Currently updating Group Tour Planner and working on Fam tours for 1992.
WI	Yes	Yes	23	Yes	Yes	Yes	Yes	Wisconsin produces a group travel planner. Circle Wisconsin, a private nonprofit marketing group, provides familiarization tours. We also work closely with the Wisconsin Association of Convention and Visitor Bureaus.
WY	Yes	Yes	416	Yes	Yes	Yes	Yes	We publish a group tour and convention planner manual listing the State's facilities geared toward group travel.
CM	No	No				No		Other group services assigned to marketing division.
PR	No	No		No	No	No	No	

PRESS AND PUBLIC RELATIONS - TABLE 1

87

State	Name of Public Relations or Press Information Officer	Percent of Publicity Directed Out-of-State	Name of Published Newsletter	Frequency Newsletter Published	Number of State Tours Given for Press or Travel Writers in 1990	Number of Press or Travel Writers Taken on These Tours in 1990
AL	Ami Simpson Communications Division Supervisor	80%	Alabama Travelgram	Quarterly	2*	7
AK DOT	Phyllis Bradner Publications Specialist	100%	Alaska Travel Today	Quarterly	8	61
AK ATMC	Tina Lindgren Executive Director	100%			17	17
AZ	Leia James Media Relations Manager	60%	Arizona Directions	Quarterly	25	95
AR	Tyler Hardeman Editorial Director	50%	Arkansas: The Natural State News	Quarterly	4	20
CA	Fred Sater Media Relations Manager	60%	Insights	Biannually	8	60
CO	Deborah Ivilo Director of Public Relations	60%	Board Bulletin	Monthly	8	65
CT	Barbara Beeching Public Information Officer	80%	Connecticut Contacts	Seasonal	4	33
DE	None*	85%	Tourism Industry News	When published	20	54
DC CVA	Thomas Murphy Tourism Promotion Manager	100%	Communicator	Bi-monthly	15	
DC COMM	Tom Collier Manager, Golden Washingtonian	1%	N/A	N/A	N/A	N/A
FL	Sally Lane Domestic Public Relations Rosetta Land International Publicity	92%	None	N/A	6	70
GA	Karin Koser Public Relations Manager	90%	Tourism Talk...	Monthly	20-25	105
HI STO	Norman Reyes		None	N/A		

See "Press & Public Relations - Table 2" for explanatory notes

PRESS AND PUBLIC RELATIONS - TABLE 1

State	Name of Public Relations or Press Information Officer	Percent of Publicity Directed Out-of-State	Name of Published Newsletter	Frequency Newsletter Published	Number of State Tours Given for Press or Travel Writers in 1990	Number of Press or Travel Writers Taken on These Tours in 1990
HI HVB	Ray Milici Vice President Communications	95%	Hawaiian Beat	Monthly	2	13
ID	Georgia Smith Public Information Officer	75%	Idaho Travel Council Newsletter	Bi-monthly	10	100
IL	Lynda Simon Deputy Director	75%	Tourism News	Quarterly	16	75
IN	Stephanie Camp Communications/PR Specialist	50%	Team Tourism	Bi-monthly	1	6
IA	Kathy Bowermaster Marketing Manager	90%	The Traveler	6 times per year	4	12
KS	Ken Evans Public Information Officer	80%	Travel and Tourism Quarterly	Quarterly	1	11
KY	Tim Culver Public Relations Coordinator	70%	Kentucky Tourism Federation Newsletter* The Uncommon Denominator**	Quarterly Monthly	1	4
LA	Charley Fisher Mary Perrault Communication Specialists	100%	Travel Trends	Bi-monthly	15	115
ME	John Johnson Senior Tourism Specialist	85%	Maine Tourism Review	Quarterly	4	14
MD	Frances Severn Media Coordinator	75%	Tourism in Maryland With Pride	Quarterly	50	96
MA	Ashley McCown Marketing Communications Manager	85%	Massachusetts Messenger	Bi-monthly	35	45
MI	Sue Wagner Director Press and Legislative Unit	50%	Travel Michigan MI Insider	Monthly Quarterly	20	35
MN	Steve Markuson Manager of Advertising and Public Relations	60%	Minnesota Travel Minute	Every 3 weeks	20	200

See "Press & Public Relations - Table 2" for explanatory notes

PRESS AND PUBLIC RELATIONS - TABLE 1

89

State	Name of Public Relations or Press Information Officer	Percent of Publicity Directed Out-of-State	Name of Published Newsletter	Frequency Newsletter Published	Number of State Tours Given for Press or Travel Writers in 1990	Number of Press or Travel Writers Taken on These Tours in 1990
MS	Linda Irby	75%	Nine		3	N/A
MO	Steve Kappler Public Information Officer	20%	Missouri Newsletter	Monthly	2	16
MT	Carla Hall Publicity Coordinator	90%	Untold Story Leads from Montana	Quarterly	8	40*
NE	Mary Emanuel Development Consultant	98%	Nebraska Economic Developments	Monthly	3	12
NV	Richard Moreno Advertising and Public Relations Director	85%	Travel Update	Bi-monthly	10	100
NH	Ann Kennard O.T.T.D. Publicity Film Bureau Director	75%	Newsline	Quarterly	10	70
NJ	Mara Barlow Manager, Public Relations	20%	New Jersey Tourism Insider	Monthly	2	36
NM	Mike Pitel Travel Writer/Editor	80%	NM Tourism and Travel news	Quarterly	10	100
NC	Rebecca Moore Director, Travel Media Development	85%	North Carolina Travel Report	Quarterly	4	20
ND	Tracy Potter Publications Coordinator	80%	Inside Tourism	10 times per year	20	90
OH	Tim Moore Public Relations Manager	40%	The Buckeye Line	Quarterly	11	15
OK	Sandy Pantlik Advertising/Promotions Manager	20%	OK Travel Notes	Bi-monthly	3	21
OR	Kathy Dimond Economic Development Susan Blacholm Tourism Division	80%	Oregon Developments	Bi-monthly	12	100+

See "Press & Public Relations - Table 2" for explanatory notes

PRESS AND PUBLIC RELATIONS - TABLE 1

State	Name of Public Relations or Press Information Officer	Percent of Publicity Directed Out-of-State	Name of Published Newsletter	Frequency Newsletter Published	Number of State Tours Given for Press or Travel Writers in 1990	Number of Press or Travel Writers Taken on These Tours in 1990
PA	Sam Rogers Elkman Public Relations	70%	Travel Update	Monthly	4	120
RI	Tracey Devine Director of Public Relations	85%	Ocean Currents	Quarterly	25	75
SC	Charles Had Manager of National News & Information	50%	South Carolina Travel Talk	Quarterly	11	80
SD	Jan Clark Editor Daria Bigler Public Relations	80%	Travel News	Monthly	None*	105
TN	Mark Forester Director of Communications	60%	Tennessee Tourism News	Bi-monthly	2	20
TX DOT	Richard Roberts Editor, Tourist Literature	N/A	Texas Travel Log	Monthly	N/A	N/A
TX TOUR	Vacant Chief of Media Relations	50%	Tourism Update	Monthly	27	56
UT	Joe Rutherford Public Relations Director	35%	Utah Traveler	Quarterly	5	36
VT	Jamie Cope Information Officer	90%	None		1	8
VA	Martha Steger Director of Public Relations	90%	Virginia Travel Trends Travel Marketing Tips	Quarterly Monthly	57	78
WA	Tom Silz Travel Media Specialist	85%	Tourism Newsletter	Quarterly	6	15
WV	Cindy Harrington Public Relations Director	85%	Tourism Newsletter	Quarterly	4	27

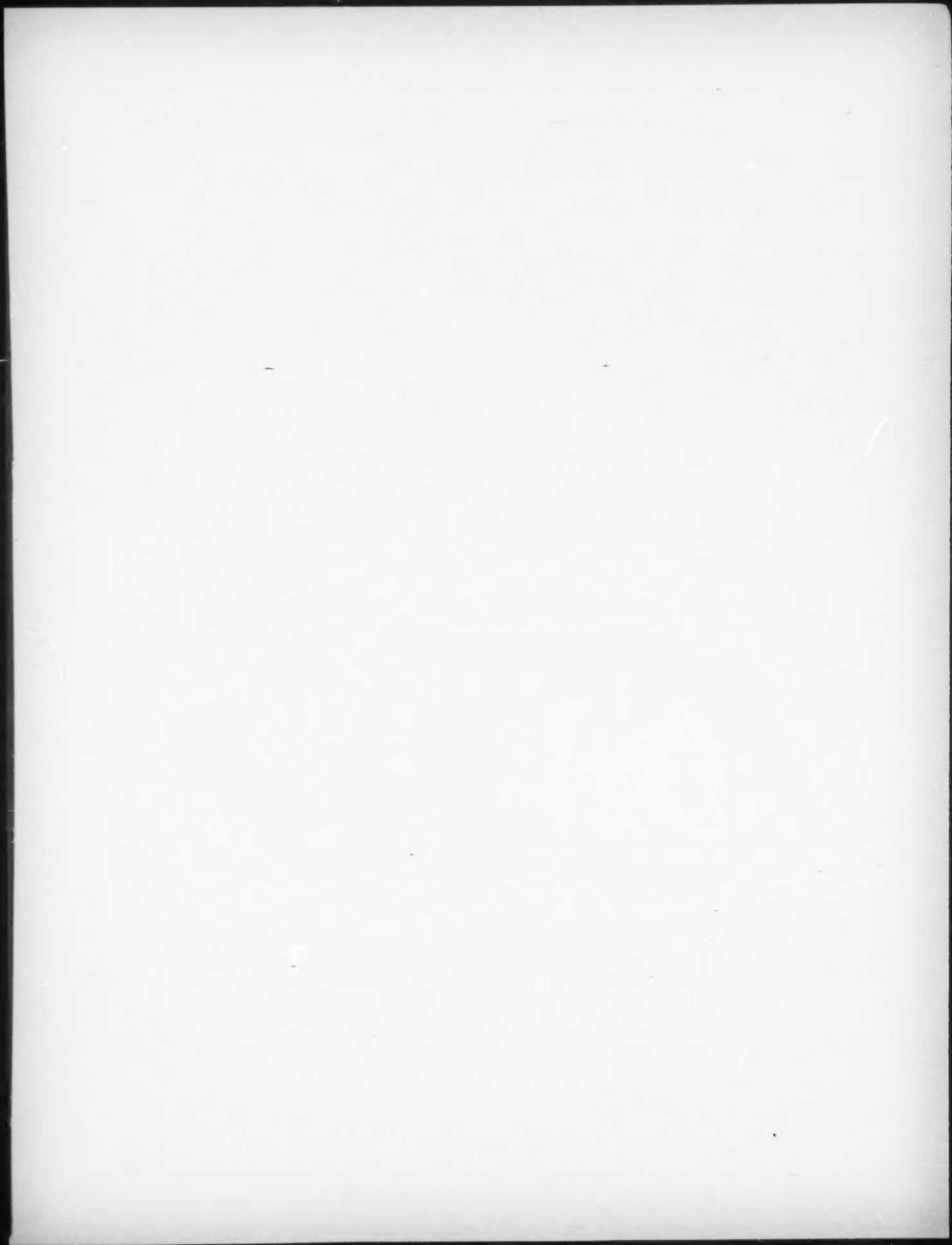
See "Press & Public Relations - Table 2" for explanatory notes

State	Name of Public Relations or Press Information Officer	Percent of Publicity Directed Out-of-State	Name of Published Newsletter	Frequency Newsletter Published	Number of State Tours Given for Press or Travel Writers in 1990	Number of Press or Travel Writers Taken on These Tours in 1990
WI	Gary Knowles Director, Bureau of Communications Jim Bach Public Information Officer	30%	Wisconsin, You're Among Friends	Bi-monthly	6	25
WY	Linda Sauer Public Relations Manager Chuck Coon Public Information Officer	80%	Travel Log	8 times per year	8	23
CM		90%			N/A	N/A
GU	John Mero (Domestic) Marketing Officer I Regina Kono (Korea) Marketing Officer II Setsuko Cullen (Japan) Marketing Officer II Cathy Gogue (Asia) Marketing Officer II				22	116
PR	Marlemil Rodriguez	98%	N/A	N/A	85	290

See "Press & Public Relations - Table 2" for explanatory notes

State	Explanatory Notes
AL	*These were individual tours for individual writers. The exclusive goal of this bureau is the full and complete development of the state's tourism industry, so that Alabamians may realize the full potential of tourism's contribution to the state's economy.
AK DOT	The Division is currently involved in planning a celebration to be held in 1992 which will commemorate the 50th anniversary of the completion of the Alaska Highway.
CA	Office coordinates FAM tours for individual and group media upon request.
CO	Research and itinerary planning assistance for writers and producers is also provided by the public relations department. Slide and video library resource is also available.
DE	We bring in travel writers individually for the most part. *Public relations officer position covered by different staff.
DC COMM	Our Special Events program, City Celebrations program and School Career Awareness program promotes all program activities locally through press releases and local advertisements.
FL	Publicity sections are involved in media familiarization tours, media development missions, special sections and collateral productions and assistance which includes feature story production and itinerary development. Domestic Public Relations has recently evolved to handle industry activities such as the Annual Governor's Conference on Tourism and the Florida Columbus Hemispheric Commission, and also coordinate photography and audiovisual programs. Publicity Section (Int'l) coordinates media research and professional tours, media development missions, press receptions and conferences and also provides assistance with editorial production and itinerary development for journalists worldwide. Individual media assistance is most times more important than press tours. Film crews generated more than \$5 million publicity in Japan and the U.K. alone in 1990, and fashion shoots add tremendously to the state's visibility. While not reflected in state-sponsored tour statistics, Florida is very proactive with these media functions.
HI STO	There were no state tours. However, 63 individual travel writers were assisted in 1990.
IN	Due to hiring freeze imposed in 1990-91 the state tourism office did not have adequate staff to conduct press FAMs.
KS	Individual tour operators/travel writers were given tours "as needed."
KY	We are concentrating our time on arranging itineraries for individual research trips rather than organizing press trips. *Our agency provides a section of the information in this newsletter, but we do not actually publish it. **Our agency publishes this newsletter monthly.
ME	Maine does custom tours for scores of individual journalists through NEUSA. Organized group familiarization tours are conducted for travel agency tour operators and meeting planners.
MD	A coordinated program of press kits and family tours aimed at increasing state and regional coverage of Maryland as a tourism destination is now in place.
MN	Travel Alert, a newsletter for travel media, is published 3 times per year and features story ideas. Travel Minute, published monthly, goes to the Minnesota travel industry.
MO	As budget allows, the Division of Tourism is expanding its press and public relations staff and services.
MT	*State provides contacts and some financial support for regional press trips.
NH	O.T.T.D. works with U.S.T.T.A. and other New England states to host trade and press tours.

State	Explanatory Notes
NJ	Tour Operator Newsletter, "New Jersey Tour Scene," published quarterly was added in 1991 in addition to the Travelgram newsletter.
NM	We assisted 350 writers last year. Tourism information is published in Economic Development and Tourism Department's newsletter, not in a separate tourism newsletter.
NC	Publicity done in-state consists of PSA spots on TV and radio and news releases.
OH	Doing only individual press FAMs this year. Media tours in most cases are individual tours.
OK	Media support of department programs is continuing to expand. In addition to a successful N.S.C.A. program with the Oklahoma Association of Broadcasters, the department participates in a program with the Oklahoma Association of Outdoor Advertisers. Feature stories and appropriate news releases are sent out on a weekly basis.
PA	Elkman Advertising also assists in public relations activity.
SC	This section has a policy of not hosting large group FAM trips for travel writers. Charleston hosted mid-states chapter of SATW (70 writers).
SD	*South Dakota has one-on-one hostings instead of group tours. A key effort of South Dakota tourism is hosting outdoor and travel writers, AAA counselors, tour operators; a new emphasis is being placed on conventions and film production companies.
TN	In addition to standard news releases, the Tennessee Department of Tourist Development also produces a bi-monthly camera-ready article concerning an area, attraction, city or event. These articles are designed primarily for newspaper use.
UT	The Travel Council also hosted 9 travel writers who visited individually in 1989.
VT	Rather than publishing a state travel newsletter the division contributes columns and articles to newsletters published by statewide organizations.
VA	Two newspapers were begun in 1990 - Virginia Travel Trends (quarterly) and Travel Marketing Tips (monthly). *The Tourism Development Group only does individually tailored itineraries for media, with the exception of some international media in groups.
WA	Emphasis on providing resource information; production and loan of photography; development and distribution of feature stories; creating press kits and designing itineraries for travel writers; and consultation and facilitation with in-state tourism organizations and associations on the development of effective public relations activities. Space allotted for Tourism news in department-wide quarterly newsletter Team Washington, News.
WY	The press office has made a shift from big Fam's to smaller, more individualized tours.



State	Research Function Housed in Travel Division? Staff Member Responsible for Travel Research	Is This His/Her Full-Time Responsi- bility?	Who Conducted the Following Research Studies Done in 1990-91 (and Associated Cost)?				
			Economic Impact	Advertising Effectiveness	Consumer Attitude/ Image/Awareness	Visitor Profile	Other Re- search
AL	N/A None	N/A	Research Firm	Research Firm			
AK DOT	No Pete Carlson Development Specialist	No	The McDowell Group (\$89,500)	GMA Research (\$122,000)		The McDowell Group (\$799,000)	Yes*
AK ATMC	No Tina Lindgren Executive Director	No		GMA Research (\$122,000)	The Research Dept., Inc. (\$36,000)	The McDowell Group (\$799,000)	No
AZ	Yes Eileen Mahoney Tourism Research Manager	Yes	University of Arizona (\$52,000)	Northern Arizona University (\$15,800)	Young, Warrick, Cunningham (\$68,000)	Northern Arizona University (\$70,000)	Yes*
AR	Yes Charles McLemore Director of Research & Information Services	No	In-house	In-house	Research Firm	Research Firm	No
CA	No Donald Perry Deputy Director, Office of Economic Research	No	Office of Economic Research		Jim Garber & Assoc. (\$30,000)	CIC Research (\$7,000)	No
CO	Yes Don Merriam Research Manager	Yes	NFO Research, Inc. (\$25,000)*	Richard R. Perdue, Ph.D. University of CO		Longwoods International, Inc. (\$30,000)	Yes**
CT	Yes Barnett Laschever Director of Tourism	No					Yes*
DE	Yes Catherine Wheeler Director	No					Yes*
DC CVA	Yes Marie Levin Tibor Director of Tourism	No	USTDC (\$15,000)			GA Partners/ Arthur Anderson (\$12,000)	No
DC COMIM	No	No				USTDC (\$13,500)	No

See "Research - Table 2" for other research and explanatory notes

State	Research Function Housed in Travel Division? Staff Member Responsible for Travel Research	Is This His/Her Full-Time Responsi- bility?	Who Conducted the Following Research Studies Done in 1990-91 (and Associated Cost)?				
			Economic Impact	Advertising Effectiveness	Consumer Attitude/ Image/Awareness	Visitor Profile	Other Re- search
FL	Yes Barry Pitegoff Tourism Research Administrator	Yes			Penn & Schoen Associates, Inc. (\$60,000)	Bordner Research, Inc. (\$115,186)	No
GA	No	N/A	Davidson-Peterson Assoc. (\$34,000)				No
HI STO	Greg Barbour Tourism Research & Planning Coordinator	No					No
HI HVB	Joseph Collins VP, Market Research	Yes				In-house	Yes*
ID	Yes Patty Bond Development Specialist	No		In-house (\$8,500)	Boise State University (\$9,700)		No
IL	No Michael Bowling Senior Research Economist	No	Dept. of Commerce & Community Affairs	Dept. of Commerce; McConaughy, Stein, Schmidt & Brown (\$29,300)	Doub & Assoc.; Longwoods Int'l (\$20,250)	National Family Opinion; Dept. of Commerce (\$27,000)	Yes*
IN	Yes Denise Miller Director	No	Economic Research Associates (\$25,000)	Leisure Research Institute (\$17,000)	Strategic Marketing & Research (\$15,000)		Yes*
IA	Yes Nancy Landess Marketing Manager	No	USTDC (\$18,000)	Telecom, USA (\$13,000)		Iowa Tourism Div. In-house	No
KS	No None	N/A					Yes*
KY	Yes Barbara F. Atwood Research Branch Manager	Yes	University of KY Center for Business & Econ. Research	In-house	In-house	In-house	No
LA	Yes Mark Northington Research Director	Yes	USTDC (\$17,000)		The Marketing Workshop, Inc.	USTDC (\$14,000)	Yes*

See "Research - Table 2" for other research and explanatory notes

State	Research Function Housed in Travel Division? Staff Member Responsible for Travel Research	Is This His/Her Full-Time Respon- sibility?	Who Conducted the Following Research Studies Done in 1990-91 (and Associated Cost)?				
			Economic Impact	Advertising Effectiveness	Consumer Attitude/ Image/Awareness	Visitor Profile	Other Re- search
ME	Yes Dina Jackson Marketing Coordinator	No	USTDC (\$20,000)	Maine Office of Tourism (\$5,000)			No
MD	Yes Katherine Hax Research/Grants Officer	No	USTDC (\$6,390)	USTDC (\$15,000)	Earle Palmer Brown (\$29,350)		Yes*
MA	Yes Mark McDermott Research Coordinator	No	USTDC & In-house (\$25,000)			USTDC & In-house (\$25,000)	Yes
MI	Yes David Morris Research Manager	No					
MN	Yes Linda Limback Manager, Research and Computer Services	Yes	In-house (\$1,200)	In-house (\$1,000)	In-house (\$10,000)	In-house (\$1,000)	Yes*
MS	Yes John Horhn Associate Director	No	Davidson-Peterson Assoc. (\$33,000)		Welcome Center Staff	Welcome Center Staff	No
NE	No Tom Doering Deputy Director, Division of Tourism	No		In-house (\$9,000)			No
NV	Yes Larry Friedman Grants & Research Manager	No		R & R Advertising (\$40,000)			No
NH	No Chris Jennings Director	No	Institute for New Hampshire Studies (\$14,000)	Institute for New Hampshire Studies (\$17,000)		Institute for New Hampshire Studies (\$8,000)	Yes*
NJ	Yes Eugene Dilbeck Director	No	Longwoods (\$26,500)	Longwoods (\$23,500)	Longwoods (\$37,000)	Longwoods (\$46,000)	Yes*

See "Research - Table 2" for other research and explanatory notes.

State	Research Function Housed in Travel Division? Staff Member Responsible for Travel Research	Is This His/Her Full-Time Responsi- bility?	Who Conducted the Following Research Studies Done in 1990-91 (and Associated Cost)?				
			Economic Impact	Advertising Effectiveness	Consumer Attitude/ Image/Awareness	Visitor Profile	Other Re- search
NM	Yes Chris Cordova Statistical Research Manager	Yes	TTRA (\$7,000)			University of NM Travel and Tourism Dept. (\$1,500)	No
NC	No David Little Director of Travel Ind. Programs	No	USTDC (\$18,500)			Richard Perdue, PHD NC State U.	No
ND	Yes Bonnie Barsness Market Dev. Director	No	Dean Runyon Assoc. (\$15,000)	P.M.I. (\$6,000)			No
OH	No Rosalind Fultz Manager	No					Yes*
OK	Yes Ruth Ann York Statistical Analyst	Yes	USTDC (\$14,000)	David-Peterson, NY (\$56,000)	In-house	In-house	Yes*
OR	No Julie Curtis Asst. Director	No	Dean Runyan (\$13,500)				Yes*
PA	Yes Keith Gingrich Matching Funds Coordinator	No	USTDC (\$3,000)	The Mellor Group (\$40,700)		The Mellor Group (\$25,000)	No
RI	No Vincent Harrington Research Assistant	No	Dr. Timothy Tyrell (\$22,000)				No
SC DOT	No Julie Flowers Statistical Administrator Peggy Smith Assistant Director	Yes			Longwoods Int'l, Inc.	Longwoods Int'l, Inc. (\$30,000)	Yes*
SC DIM	No		Hans Regh Associates	In-house			
SD	Yes Dee Dee Raap Operations Manager	No	University of South Dakota School of Business				No

See "Research - Table 2" for other research and explanatory notes

State	Research Function Housed in Travel Division? Staff Member Responsible for Travel Research	Is This His/Her Full-Time Responsi- bility?	Who Conducted the Following Research Studies Done in 1990-91 (and Associated Cost)?				
			Economic Impact	Advertising Effectiveness	Consumer Attitude/ Image/Awareness	Visitor Profile	Other Re- search
TN	Yes Peggy Harding Research Analyst	Yes	USTDC (\$26,125)			Welcome Centers (\$5,497)	No
TX DOT	Yes Milton Meharg Director, Travel Services Section	No				Texas A&M & In-house	No
TX TOUR	Yes Ed McWilliams Director of Research	Yes	USTDC (\$32,000)	Telesurveys of Texas (\$48,000)			Yes*
UT	No		Research Firm (\$9,000)	Advertising Agency			No
VT	No George Donovan Research Analyst	No	In-house	In-house & research firm (\$13,000)			No
VA	Yes Mark V. Brown Research Manager	Yes	USTDC (\$25,000)	Southeastern Institute of Research (\$11,728)		Southeastern Institute of Research (\$43,465)	Yes*
WA	Yes David Tanner Research Analyst	Yes		Gilmore Research (\$30,000)			Yes*
WV	None		West Virginia University (\$25,000)	Fahlgren Martin (\$15,000)	Fahlgren Martin (\$15,000)	Market Vision Research (\$25,000)	No
WI	No	No	Davidson/Peterson (\$50,000)	Davidson/Peterson (50,000)			No
WY	No Gene Bryan Director	No	David/Peterson (\$28,591)	Clynn Phillips Assoc. (\$6,772)			Yes*
GU	Yes John Heather Research Manager	Yes		In-house	Research Firm (12,000)	Research Firm (45,000)	Yes*
PR	Yes Maria Aponle	Yes				Ad Agency (\$16,300)	No

See "Research - Table 2" for other research and explanatory notes

State	Description of Ongoing Travel Data Gathering Projects	Major Problem(s) Facing Tourism Development in the State	Does State Have a Travel Development Plan and/or Policy Statement?	Additional Comments
AL	Lodgings tax revenue tracked on a monthly basis, and the eight state welcome centers keep monthly traffic and reservation totals.	Complicated motorcoach registration and enforcement process discourages group travel bookings. Need aggressive recruitment of tourism developers.	No	
AK DOT	An on-going Visitor Statistics Program provides continuous data on visitor volumes, arrival modes, demographics, expenditures, opinions, and purpose of travel. This research is supplemented by media advertising conversion studies, geographic response analysis, market segmentation research, and collateral effectiveness research.	High transportation costs, competition from foreign destinations caused by favorable exchange rates, misperceptions concerning Alaska as a destination with broad appeal.	Yes	Five year strategic plan. * Joint ATMC/Division project. Other research by Rural Alaska Tourism Assessment Community Enterprise Development Corp. (\$100,000)
AZ	Report covers number of tourists coming to Arizona on a quarterly basis and their expenditures. Monthly report on "bed tax" collections by cities and state. Monthly report on airport arrivals and visitors to major national parks	None	Yes	The strategic five-year plan outlines goals and objectives for the Agency. *Other research by University of Arizona. (\$53,700)
AR	Tourist Information Center (TIC) Survey of every 25th travel party registered at each TIC. Monthly barometer of tourism related indicators.	Education of the people in general to the economic importance of tourism in relation to the smokestack industries.		
CA	Data on the economic impact of travel: airport arrivals, hotel occupancies, state park attendance, etc.	State budget cuts, reduced funding for local visitor bureaus, recession, negative media relative to crime, natural disasters, lack of major new attractions.	Yes	California Tourism Policy Act; Annual Tourism Marketing Plan
CO	Annual visitor profile study; Quarterly Visitation and Expenditure study; Summer Tourism Barometer; Image and Awareness Studies (every 2-3 years); Inquiry analysis; Copy Testing (2 times a year); and Tourism Promotion Tax analysis.	Increased competition from other states; national economic slowdown; drought; image problems among U.S. touring vacationers; limited promotional budget.	Yes	*Part of broader study that also examined visitation and market share. *Other research: Ad Copy Testing (\$95,000).
CT	We keep a count of visitor volume at our welcome centers, both hourly and by category of questions asked. We are also surveying leading vacation destinations. We keep records of WATS line calls. Attendance Barometer samples 35 key indicators. Lotus used for determining comparisons with earlier years.	Cuts in state tourism budget.	Yes	Perception that tourism is not credible and/or important economic generator. *Other research by Barometer: quarterly sampling of attendance at 50 key indicators.
DE	Travel Barometer; Database update	Number 1 problem is budget cuts; splintered factionalized travel industry; balance of tourism growth and environmental concerns, especially in resort areas; inadequate labor supply; small tax base; weakening economy.	No	*Travel Barometer, Univ. of DE (\$35,000) and FY 90 Tourism Master Plan. (\$85,000)
DC CVA	Limited research with the US Travel Data Center and contract with GA Partners / Arthur Anderson to analyze economic impact data and better segment existing visitor markets.		No	

State	Description of Ongoing Travel Data Gathering Projects	Major Problem(s) Facing Tourism Development in the State	Does State Have a Travel Development Plan and/or Policy Statement?	Additional Comments
DC COMM	Tracking of all inquiries by publication (coupon, written, phone and state) responses are logged monthly by Ad Asst. Program Manager.		Yes	Work with Washington, D.C. Convention and Visitor Assoc.
FL	Our ongoing travel research monitors the magnitude and characteristics of Florida's visitors. We also commission special marketing research studies which explore ways to increase Florida's tourism.	Budget adequacy, fiscal conditions, competition, and economic climate.	Yes	The Tourism Research Office is being expanded and moved to a location outside of the Division of Tourism but still within the Dept. of Commerce.
GA	We monitor welcome center visits, traffic counts at selected stations, attraction attendance, travel industry sales receipts and tax revenues generated by travel.	Budgetary limitations with regard to visitor information center maintenance, advertising, tour development and field representatives.	Yes	
HI STO	Visitor Impact Management System: Includes collection of survey data, position papers from interest groups, and content analysis of relevant printed material. Purpose is to more systematically ascertain perceived impacts of tourism development in order to provide guidance for future planning and policy formation.	Managing market mix, labor shortage, strains on infrastructure, and environmental and heritage preservation.	Yes	Planning framework includes the Hawaii State Plan, Tourism Strategic Plan, and State Tourism Functional Plan. All are revised on a periodic basis. *Competitive Destination Study, Arthur Young International (\$75,000).
HI HVB	Basic Data Surveys: inflight passenger information forms distributed to incoming passengers from USA, Canada and Japan. Visitor Opinion Surveys: mail out questionnaires soliciting satisfaction information, socio-economic profile and trip planning data of American and Japanese visitors.	Reconciling need for additional employment & economic opportunity in Hawaii with local residents' desires & aspirations concerning lifestyle/quality of life in Hawaii. Also, problems exist related to the impact of energy supplies and cost on distant price-sensitive markets.		*Other Research: Eurostudy done in-house.
ID	Interest/demographic segmentation; travel expenditure data/travel and decision making/travel origin/economic impact.	Existing infrastructure not sufficient for meeting the demand in some areas of the State. Need for "balanced" growth to preserve existing lifestyle for citizens.	Yes	The University of Idaho is about to update a major recreation leisure and business travel study (original was done in 1987).
IL	Origin and destination of pleasure travelers; attendance at top attractions, public lands, historic sites, special events; hotel/motel tax receipts; vehicle miles of travel; air passengers at O'Hare convention bureau activities; hotel/motel occupancy; welcome center data; motorcoach tour information.	Maintaining travel infrastructure (highways, airports, etc.); developing travel facilities in rural areas; improving weak travel image; attracting overseas visitors.		*City and Touring Vacations Study, Longwoods Travel USA (\$30,000) and Copytesting Research Viewfacts, Inc. (\$33,000).
IN	Have developed a quarterly index of travel indicators. Participating in Shiplet's data project. Developing a lead forecasting and lead analysis computer program for six pilot communities.	Availability of financing for infrastructure structure and development projects; need for stronger statewide private sector organization and funding.	Yes	Provide as much technical assistance as needed from state offices in order to help process through completion. *Other research by McCaffrey, & McCall & Juhl Agency (\$30,000).
IA	Interview surveys are conducted at welcome centers asking for origin, destination, party size, spending, etc. An attendance barometer of selected attractions is compiled.	Market research indicates Iowa has no image in the tourism marketplace. No state aid is available. There is a lack of adequate private funding sources.	Yes	

State	Description of Ongoing Travel Data Gathering Projects	Major Problem(s) Facing Tourism Development in the State	Does State Have a Travel Development Plan and/or Policy Statement?	Additional Comments
KS	Attendance figures are collected monthly at Visitor Information Centers.	Lack of personnel and adequate funding.	Yes	We are conducting a comprehensive market research study in FY90-91. *No formal research done in-house. Linger Longer Program Participants Vision, Inc. (\$15,000).
KY	Field survey of travel businesses; toll-free telephone system; mail information system; follow-up interviews with respondents to advertising; travel barometer (monthly and quarterly) of sample of travel businesses; and local marketing/economic impact studies.	Lack of capital for use in under-developed areas of the state.	Yes	
LA	We conduct visitor surveys and visitor counts at information centers. We monitor results of our advertising efforts. We conduct a travel barometer by season and maintain a data base on visitation.	Recognition for tourism as a major factor of the state's economy.	Yes	Additional promotion dollars will bring more demand for accountability on how effective the dollars were spent. *Other research: Community Tourism Assessment (\$5,000).
ME	Economic impact data is collected quarterly on both state and sub-state levels.		No	
MD	The office of Tourism Development publishes a quarterly Travel Barometer which tracks transportation, lodging, conventions, and attraction attendance-trends in addition to advertising conversion and visitor information center demographics.	Statewide policy, consistent funding, private sector unity, and public understanding.	No	The Office of Tourism Development uses the Department of Economic & Employment Development's Office of Research for travel research projects. Other ongoing data gathering projects include info centers visitor counts & demographic data. *Other research by ad agency (\$28,750).
MA	We conduct three seasonal barometers each year collecting visitor/traffic counts from selected attractions/sources and comparing numbers on an annual basis.	Need to spread growth of tourism's benefits to all areas of state. Need to support shorter season/winter business. Need to keep balance between development/environment in relation to tourism growth. Unpredictable source of funding for state tourism agency.	No	
MI	Michigan Travel Activity Monitoring System - ongoing data collection and analysis of secondary travel activity indicators. Continuing analysis of inquiries for travel information.	Competition from other states and Canada.		*Focus Groups, Penn & Schoen Associates, (\$18,000).
MN	Quarterly and annual sales at lodging places (from MN Dept. of Revenue) and city lodgings tax receipts for communities which impose this tax. Also, attendance, lodging tax, market share, inquiry generation counts, and customer satisfaction.	Capital needs for small business, as well as more sophisticated marketing resources and advertising programs at the local and regional level. Also, weather, fall in discretionary income, fish advisory warnings, and timber harvesting.	Yes	Winter Advertising/Marketing. Conducting surveys at highway welcome centers to measure customer use patterns, satisfaction with services and travel patterns. *Other research by publication evaluation (\$20,000).

State	Description of Ongoing Travel Data Gathering Projects	Major Problem(s) Facing Tourism Development in the State	Does State Have a Travel Development Plan and/or Policy Statement?	Additional Comments
MS	Welcome center visitor surveys include visitor demographics, impressions of state, purpose of trip, repeat visit assessments, etc.	Lack of major attractions/destinations; lack of significant promotion dollars; lack of leadership in industry among elected officials.	No	
MO	We survey travel parties visiting our welcome centers. This is done on forms which can be read by computer, and printouts are generated monthly.	The Division of Tourism's budget, although increasing, continues to lag behind the national average for state travel offices. A more competitive budget remains our primary need.		*A Travel Barometer, Travel Intercept Study, and Tour Operator Research Study were conducted by an advertising agency.
MT	Informal gathering of data regarding attractions, airports. Highway traffic data provided by Department of Transportation.	Lack of market awareness, lack of low-cost transportation, distance from major population centers.	Yes	Beginning in 1987, the state legislature mandates as part of a new 4% accommodations tax that a tourism research institute be established at the University of Montana. The institute receives 2.5% of the total tax collections annually or approximately \$125,000 per year. The Institute Director is: Steve McCool, Institute for Tourism Research, U. of MT, Missoula, MT 59812. *Institute for Tourism and Recreation Research (\$34,000).
NE	Attraction attendance figures are compiled annually and monthly during the summer for selected representative sites. Monthly highway traffic counts are obtained, as are state and county lodging tax revenues. Every six months, analyses are undertaken of the origins and generators of requests for travel information. Occupancy rates are gathered during the summer each month from a sample of Nebraska hotels and motels, and data is gathered biannually for the Nebraska Hotel-Motel Directory.	Lack of awareness of Nebraska attractions and events among both residents and non-residents, and insufficient public funds to assist tourism facility development. Another problem is the perception of Nebraska as a state that is better to "pass through" than to go to.	No	
NV	Use research of Las Vegas Convention Authority, Reno Convention Authority and other state departments. Economic impact of rural tourism in Nevada.	More competition in gaming and tourism in general.	Yes	
NH	For 1990: Economic Impact Study; Travel Barometer; Conversion Rate Study; Advertising Effectiveness Study; and Matching Grants Evaluations.	Lack of mass transportation; New Hampshire is an auto-dependent state; expanded growth and development; and lack of umbrella organization to speak with one voice.	Yes	*Other research by Travel Barometer (\$6,000) and Matching grants evaluations (\$5,000).
NJ	Division has contracted with Longwoods International to provide data on an ongoing basis for: County by County Economic Impact, advertising effectiveness, Consumer awareness, attitudes and images, Visitor profiles and selected focus group projects.	Lack of tourism marketing funds available to local and regional tourism organizations. Better educated industry and public as to the benefits of travel and tourism for their area.	Yes	*Other research by Longwoods (\$50,000).

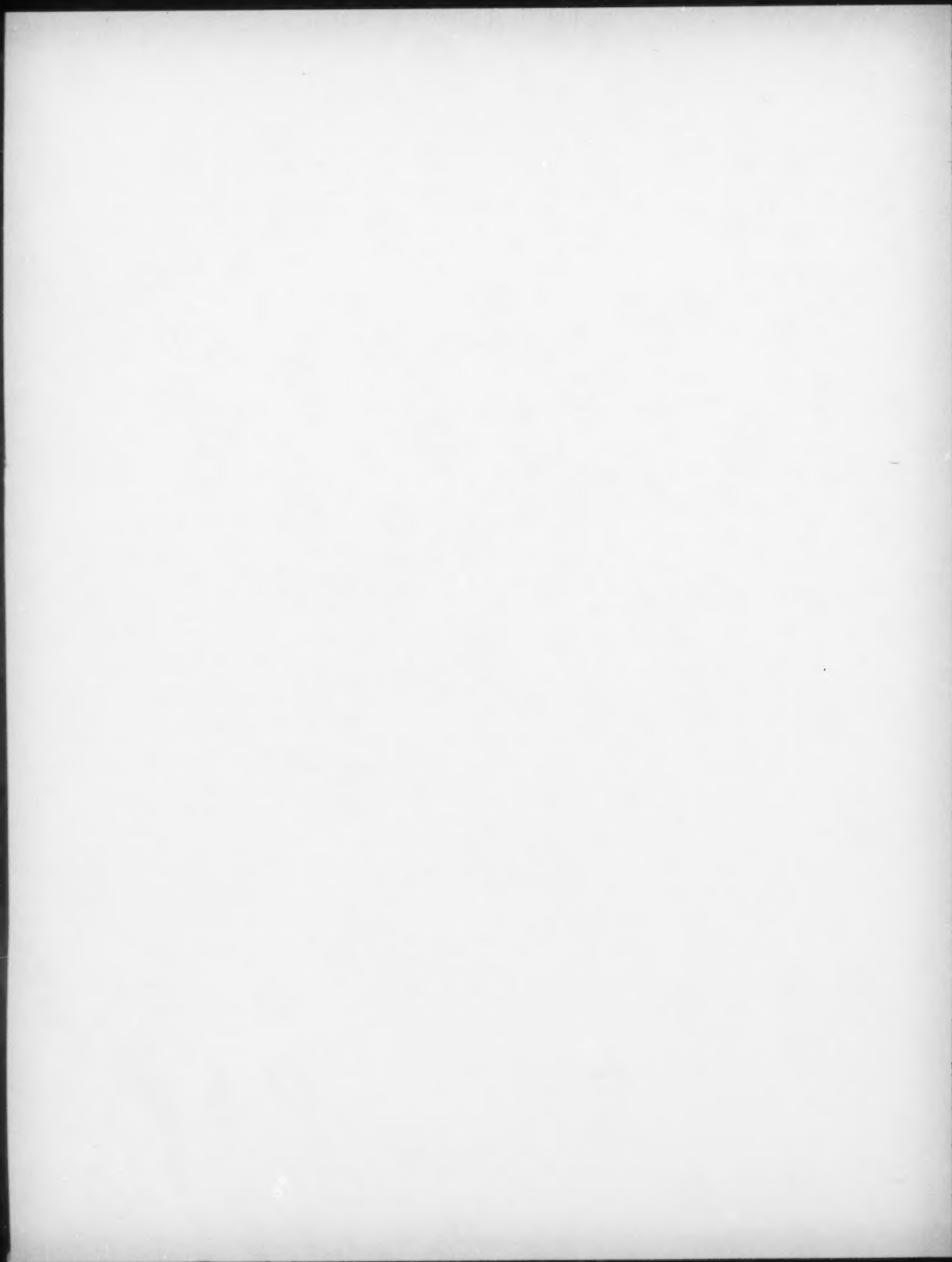
State	Description of Ongoing Travel Data Gathering Projects	Major Problem(s) Facing Tourism Development in the State	Does State Have a Travel Development Plan and/or Policy Statement?	Additional Comments
NM	Counts are made of traffic on selected highways; out of state passenger cars, visitors to national and state parks and monuments, selected attractions and welcome centers. Organizing a statewide association for the purpose of coordinating research efforts. Tourism Assn. of New Mexico TANM)	Lack of coordination and communication between and among industry groups and planning entities.	Yes	Monthly reports are made by mail and phone inquiries. These are broken down by ad or travel story which stimulated the inquiry. The dept. of Tourism has put more focus on research. *Conversion study conducted by a college/university in combination with economic impact study and visitor profile study (\$6,000)
NC	Lodging trends, attractions attendance, and retail sales. Barometers are currently being developed for us by North Carolina State University.	Program funding.	Yes	
ND	Travel Barometer - Quarterly	Lack of available capital to develop many of the tourism-related areas of the state.	No	*Advertising Effectiveness, Visitor Profile, and State Tourism Masterplan studies were conducted by INTRA (International Tourism & Resort Advisors). State Tourism Masterplan, Intra.
OH	The Ohio study measures the full 12 month results and effect of recreational travel and compares the results to the prior benchmark study for 1988.	A need for united strategy by the public and private sectors on targets, inter-agency cooperation and assessment. Unite regional groups, pull distressed communities together, face to face dialogue between lodging-funded DMO's and taxing agencies - ways to pursue cooperative tourism marketing.	No	*A study, "Travel and Tourism in Ohio: A Ten Year View" was done by Clark Jones, Inc. between August and November 1990, and the objective was to survey opinions from leaders and experts in the tourism industry regarding tourism trends, tourism investment and promotion programs. The study also examined the views of non-travel related business leaders on the same issues (\$60,000).
OK	The Oklahoma Auto Traveler Survey consists of two phases. In Phase I, a systematic sample of visitors to nine of Oklahoma's Traveler Information Centers are asked to participate in an on-site survey. In Phase II, a follow-up questionnaire is mailed to a random selection of names and addresses from the Information Center respondents at the end of the month following the month of travel in Oklahoma. Several detailed research reports are prepared from the resulting data. A conversion study of inquiries received for Oklahoma travel literature is conducted on an annual basis. We also maintain a monthly Attractions Barometer.	Lack of a major tourist attraction, such as a theme park. Poorly developed tourism support infrastructure in rural areas.	Yes	We have an annual marketing plan. *Other research: Influence of Info. Centers on Travel Plans, Geographic Distribution of Travel Lit. Requests, Profile of Travel Lit. Inquirers Who Did Not Travel, Profile of Inquirers Who Did Travel, and Origins and Destinations of OK Auto Travelers by City and State.
OR	Major research is contracted with research firms, on an RFP basis; in-house Travel News newsletter is published twice a year.	Infrastructure development - highways, facilities development, etc. Also more packaging needed.	Yes	*Travel Signing in OR (\$30,000) - not Tourism Division funds, but we were part of the management team.
PA	Fulfillment agency provides ongoing services and reports.	Lack of funding program for development of quality attractions. Also, lack of funding for rural tourism development.	Yes	

State	Description of Ongoing Travel Data Gathering Projects	Major Problem(s) Facing Tourism Development in the State	Does State Have a Travel Development Plan and/or Policy Statement?	Additional Comments
RI	Cooperative continuing travel research study with University of Rhode Island. Monitoring economic impact of tourism in general and specific events, forecasting economic impact of special events. Attendance at major attractions, bridge and airport traffic, and Information Center surveys are compiled.	Regional economic downturn affects business travel. Tight state budget will allow for only modest increases in promotional budget. National recession.	Yes	
SC DOT	Lodging Trends-monthly hotel occupancy survey; Travel Trends seasonal industry barometer; Quarterly report of new developments, investments, and job creation; Quarterly accommodation Tax reports; Inventory of facilities--annual report.	Transportation access and environmental concerns.	No	Oversight only within the Tourism Division. "Other research, "The Econ. Impact of the Sr Living Industry on SC," University of SC (\$69,000).
SD	Ongoing analyses of business volume, visitation, and economic impact of travel spending and employment.	Distance from major markets. Seasonality of business. Lack of destination resorts	Yes	
TN	Conduct economic impact and conversion studies. Monitor taxes and sales for travel industry, state and national park attendance, airline activity, hotel occupancy rate, highway traffic counts, and attractions attendance. Develop visitor profile from random sampling of Welcome Center registration, track vehicle counts and hotel/motel reservations. Analyze responses to toll-free numbers and Welcome Center registration for most active media markets. Image study was conducted for the touring vacation market in 1989.	Educating community leaders and all levels of elected officials that tourism is economic development as much as manufacturing or industry, is an ongoing and necessary objective of this department. Our goal is to create an understanding of the importance of maintaining an advertising budget which keeps Tennessee competitive with other southeastern states.	Yes	

State	Description of Ongoing Travel Data Gathering Projects	Major Problem(s) Facing Tourism Development in the State	Does State Have a Travel Development Plan and/or Policy Statement?	Additional Comments
TX DOT	The Travel and Information Division conducts a survey of auto visitors; monitors traffic counts, and maintains information center visitor counts. The Auto Visitor Survey is compiled from survey cards which are distributed to visitors to the Texas Travel Information Centers.		Yes	The State of Texas completed a Strategic Travel & Tourism Plan in December of 1988. This plan was developed by 7 state agencies: Travel & Information Div. of Dept. Transportation; Tourism Division of Dept. of Commerce; Texas Parks and Wildlife Dept.; Texas Historical Comm.; Texas Dept. of Agriculture; Texas Dept. of Public Safety; and the Recreation & Parks Dept. of Texas A&M Univ. A formal mission was adopted: "The travel and tourism mission of the State of Texas is to provide promotional, informational, educational and developmental programs, services and facilities, designed to maintain and increase Texas' standing as a premier U.S. and international destination, to fulfill and enrich travelers' experiences within the state, and to sustain travel and tourism as a major contributor and catalyst for state economic development while protecting distinctive Texan lifestyles, cultures and environments." The State of Texas Strategic Travel and Tourism plan is revised every 2 years and is currently undergoing revision.
TX TOUR	See Texas State Highways Dept. response. Annual city room occupancy tax survey, quarterly reports on the Texas lodging industry (supply/demand, revenues, and occupancy by MSA), Annual Economic Impact of Motorcoach Tours to Texas, Advertising tracking reports, Pre-Post advertising study, creative focus groups, and Mexico visitor research.		Yes	Other projects for 1990-91 is tourism data included in an on-line computer database. *National Visitor Tracking NFO Research, Inc. (\$21,000)
UT	None	Infrastructure and funds for promotion.	Yes	
VT	Monthly survey of travel businesses as well as regular monitoring traffic counts, gas and liquor sales, room and meal taxes, employment, and welcome center counts. Activity interests, lodging preference, and month of planned visit are asked of as many inquiries as possible.	Improvement of visitor information services and signing is needed.	Yes	

RESEARCH - TABLE 2

State	Description of Ongoing Travel Data Gathering Projects	Major Problem(s) Facing Tourism Development in the State	Does State Have a Travel Development Plan and/or Policy Statement?	Additional Comments
VA	We monitor visitor volume at welcome centers & conduct travel data projects to obtain periodic visitor surveys, business receipts & several others. Monthly barometer: monthly attendance is gathered from 154 reporting stations across the state. Maintain database of travel-related data for VA localities.	Increased competition from out-of-state destinations. Significant disparity in funding levels between competing destinations and Virginia localities.	Yes	Continuing to examine alternative funding sources for Tourism Development Group and ways to address need for increased funding levels for CVBs. *Other research by Southeastern Institute of Research (\$6,200).
WA	Monthly index of leading travel indicators.	Lack of designated state promotion funds and underdeveloped tourism plant; lack of long-term, sustained commitment to comprehensive development program; lack of recognition of economic impact of tourism and role of state in tourism promotion and development.	Yes	*Other Research: Market Share Data, National Family Opinion (\$20,000).
WV	Compile tourist data through traffic counts and registration at information centers. In-house data gathering of ski resort and whitewater industry attendance, demographics, etc..	Continuation of tourism growth opportunities.	Yes	
WI	Consumer preferences regarding publications, telemarketing, fulfillments.		Yes	
WY	Attendance figures at national parks, monuments and historic sites; attendance figures at major attractions, i.e., Cheyenne Frontier Days, Buffalo Bill Historical Center; state information center visitor counts; and highway traffic counts.	General lack of public ground transportation networks; shortness of season; and lack of low-interest, long-term loans for facilities.	Yes	The Davidson-Peterson study is on-going. *Other research by mailing list research (\$864).
GU	Quarterly exit surveys, Survey on Tourism Attitudes of Residents (STAR), airline Load factor study, monthly statistics	Dwindling labor force, accommodations shortage, environmental preservation		*Expenditure and Satisfaction (cost included in Visitor Profile study)
PR	N/A	Tight money situation		



WELCOME CENTERS - TABLE 1

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State	Number of Welcome Centers in State	Number Operated Year-Round	Average Number of Employees per Welcome Center	**Welcome Centers Receiving Travel Office Funding**			(Other) Sources of Funding for State Welcome Centers
				Number of Centers?	What are Funds Allocated For?	Percent of Total Operation Cost ²	
AL	8	8	5 full-time	8	E,F,G,H	20%	highway/transportation dept.
AK	3	3	1 full-time 3 part-time	3	D,F,G	50%	federal government
AZ	1*	1	3 full-time	1	A,C,D,E,F,G,H	100%	
AR	12	12	3 full-time	12	D,E,F,G,H	N/A	highway/transportation dept.
CA	2	0	7 part-time	0		None	highway/transportation dept.
CO	6	5	1 full-time 50 volunteers	6	C,D,E,F,G	100%	city/county government(s)* chamber(s) of commerce* convention/visitors bureau(s) private organizations
CT	13	9	2 full-time 2 part-time	13	F,G,H	50%	highway/transportation dept. convention/visitors bureau(s) private organizations chamber(s) of commerce
DE	7	7	N/A	None	H	None	highway/transportation dept. city/county government(s) chamber(s) of commerce convention/visitors bureau(s) private organizations other state agencies
DC CVA	1	1	N/A			100%	
DC COMM	None*						
FL	5	5	9 full-time 2 part-time	5	A,B,C,D,E,F,G	100%	highway/transportation dept.
GA	11	11	8 full-time 3 part-time	11	B,C,D,E,F,G,H	100%	None
HI STO	None						
HI HVB	None						

See "Welcome Centers - Table 2" for explanatory notes

1A = Construction
B = Renovation/Major Repair
C = Property Maintenance/Upkeep
D = Internal Furnishing
E = Internal Maintenance/Upkeep
F = Staffing
G = Staff Training
H = Travel Literature/Brochures

2 Share of the total cost to operate highway welcome centers which is paid by the travel office

WELCOME CENTERS - TABLE 1

State	Number of Welcome Centers in State	Number Operated Year-Round	Average Number of Employees per Welcome Center	**Welcome Centers Receiving Travel Office Funding**			(Other) Sources of Funding for State Welcome Centers
				Number of Centers?	What are Funds Allocated For?	Percent of Total Operation Cost ²	
ID	3	3	3 full-time 8 part-time	0	H	5%	highway/transportation dept. Parks & Recreation Dept.
IL	13	13	4 full-time	13	F	100%	highway/transportation dept.
IN	3	3	6 full-time*	3	D,F,G,H	60%	highway/transportation dept.
IA	18	11	2 part-time	18	A,B,C,D,E,F,G	N/A	highway/transportation dept. city/county government(s) chamber(s) of commerce convention/visitors bureau(s) private organizations
KS	9	7	2 full-time 2 part-time	9	B,C,D,E,F,G,H	80%*	city/county government(s) chamber(s) of commerce convention/visitors bureau(s) private organizations
KY	12	12	4 full-time 1 part-time	5	B,D,F,G,H	20%	highway/transportation dept. chamber(s) of commerce convention/visitors bureau(s)
LA	10	10	3 full-time 5 part-time	10	C,D,E,F,G,H	100%	
ME	6	6	5 full-time 4 part-time	6	F,G	73%*	highway/transportation dept. chamber(s) of commerce convention/visitors bureau(s) private organizations
MD	10	10	2 full-time 2.5 part-time	11	D,E,F,G,H	90%	highway/transportation dept. city/county government(s) chamber(s) of commerce
MA	6	6	2 full-time 2 part-time	2	E,F,H	50%	highway/transportation dept. city/county government(s) chamber(s) of commerce convention/visitors bureau(s) private organizations
MI	13	13	3 full-time 5 part-time	None		None	highway/transportation dept.
MN	11	8	1 full-time 4 part-time	11	D,F,G,H	45%	highway/transportation dept.

See "Welcome Centers - Table 2" for explanatory notes

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² Share of the total cost to operate highway welcome centers which is paid by the travel office

WELCOME CENTERS - TABLE 1

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State	Number of Welcome Centers in State	Number Operated Year-Round	Average Number of Employees per Welcome Center	**Welcome Centers Receiving Travel Office Funding**			(Other) Sources of Funding for State Welcome Centers
				Number of Centers?	What are Funds Allocated For?	Percent of Total Operation Cost ²	
MS	11	11	4 full-time	9	B,C,D,E,F,G,H	95%	highway/transportation dept. chamber(s) of commerce National Park Services
MO	7	7	3 full-time 5 part-time	7	C,D,E,F,G,H	100%	highway/transportation dept.
MT	None*				H		
NE	26	None	3 full-time	None	F,G,H	100%	highway/transportation dept.
NV	5	5	2 full-time 1 part-time	None		None	convention/visitors bureau(s)
NH	13	8	2 full-time 2 part-time	None		None	highway/transportation dept.
NJ	9	9	2 full-time	9	B,D,E,F,G	100%	highway/transportation dept. city/county government(s) chamber(s) of commerce private organizations Airport-NY/NJ Port Authority
NM	8	8	2 full-time 2 part-time	8	B,C,D,E,F,G	90%	highway/transportation dept. Albuquerque Int'l Airport
NC	8	8	5 full-time 1.5 part-time	8	B,C,D,E,F,G,H	100%	
ND	7	None	4 part-time	7	D,E,F,G,H	100%	highway/transportation dept.
OH	21	12	3 full-time 1 part-time	None	G,H	None	highway/transportation dept.*
OK	9	9	3 full-time 2 part-time	9	A,B,C,D,E,F,G,H	100%	highway/transportation dept.
OR	10	3	2 full-time 1 part-time	10	A,B,C,D,E,F,G,H	100%	highway/transportation dept. chamber(s) of commerce* convention/visitors bureau(s)
PA	11	11	3 full-time	None	H	None	highway/transportation dept.
RI	5	2		1	C,D,E,F,G,H	100%	City/county government (s) chamber(s) of commerce convention/visitors bureau(s)

See "Welcome Centers -- Table 2" for explanatory notes

1A = Construction
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2 Share of the total cost to operate highway welcome centers which is paid by the travel office

WELCOME CENTERS - TABLE 1

State	Number of Welcome Centers in State	Number Operated Year-Round	Average Number of Employees per Welcome Center	**Welcome Centers Receiving Travel Office Funding**			(Other) Sources of Funding for State Welcome Centers
				Number of Centers?	What are Funds Allocated For?	Percent of Total Operation Cost?	
SC DOT	10	10	4-6 full-time 1 part-time	10	B,D,E,F,G,H	50%	highway/transportation dept.
SD	12	None	3 part-time	12	F,G,H	50%	highway/transportation dept.
TN	12	12	9 full-time	12	C,D,E,F,G,H	100%	highway/transportation dept.
TX DOT	12	12	4 full-time 1 part-time	12	B,C,D,E,F,G,H	100%	highway/transportation dept.*
UT	5	5	2 full-time 5 part-time	5	C,D,E,F,G,H	70%	highway/transportation dept. travel regions
VT	5	3	3 full-time 2 part-time	5	D,E,F,G,H	40%	highway/transportation dept.
VA	10	10	2 full-time	10	E,F,G	100%	
WA	190*	157	1-2 full-time 1-2 part-time	9*	B,C,D,E,F,G,H	Varies	highway/transportation dept. city/county government(s) chamber(s) of commerce convention/visitors bureau(s)
WV	8	8	2 full-time	8	D,F,G,H	90%	highway/transportation dept. Society of the Blind
WI	7	5	1.5 full-time 3 part-time	7	A (partial) C,D,E,F,G,H	100%	highway/transportation dept.
WY	8	4	2 full-time 2 part-time	6	A,B,C,D,E,F,G,H	75%	highway/transportation dept. chamber(s) of commerce private organizations
CM	2	2	1 full-time				convention/visitors bureau(s)
PR	3	3	4 full-time	3	F		

See "Welcome Centers - Table 2" for explanatory notes

1A = Construction
B = Renovation/Major Repair
C = Property Maintenance/Upkeep
D = Internal Furnishing
E = Internal Maintenance/Upkeep
F = Staffing
G = Staff Training
H = Travel Literature/Brochures

2 Share of the total cost to operate highway welcome centers which is paid by the travel office

WELCOME CENTERS - TABLE 2

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State	Visitor Volume in 1990 at All Welcome Center	How is the Visitor Volume Figure Obtained? Explanatory Notes
AL	2,627,702	The visitor figure is obtained through sign-in register at welcome centers. There are expansion plans at the Madrid Welcome Center. There are also welcome centers that are not state funded at the following locations: Mobile-Ft. Conde, Birmingham (2), Huntsville, Montgomery, Selma, Tuscaloosa, Dothan, & Gulf Shores.
AK	137,500	Highway arrivals provided by U.S. Customs at Alcan, Taylor, and Klondike Highways. Ref: "Alaska Visitor Arrivals, Summer 1990 - AVSPH"
AZ	N/A	"The implementation of the first AZ welcome center has been delayed.
AR	1,021,982	The visitor figure is based on visitors who have contact with welcome center staff. Only those visitors who give their state of origin and destination, travel party size and number of days spent in Arkansas are counted. Information on each travel party is logged. The 13th center is under construction at Siloam Springs.
CA	402,000	Figure is obtained from the 1988 California Dept. of Transportation estimates. The state does not fund or operate any welcome centers. Two centers are operated by local chambers of commerce at highway rest areas. Numerous communities have their own welcome or information centers. A Traveler Rest Area Information System Pilot Project is in the planning stages.
CO	569,198	The visitor figure is obtained by counting 2.9 people per group; one from every group signs guest register. Two new state-operated welcome centers are scheduled to be opened before 1994. *These sources provide funding for local visitor centers only, not for state-operated welcome centers.
CT	900,000	Each center has a visitor log-in sheet which is collected on a weekly basis. All visitors seeking tourist information are tallied and a total for the day is recorded. A new center on I-91 southbound at Massachusetts border opened in the spring of 1991. Local centers in Litchfield, Norwich, Niantic, Hartford and in offices of 19 municipal tourism districts and in selected chambers of commerce. Two centers now have machines that give visitors toll free access to state hotels.
DE	N/A	"We supply literature, not funds for literature. **All welcome centers are separately run. One by the Dept. of Transportation, one by Delaware River and Bay Authority, and the rest by private sector organizations. There is no central system of visitor centers. Travel office funds for welcome centers are allocated through matching and direct grants. Other state agencies also provide funding for welcome centers in the state.
DC CVA		We operate one Visitor Information Center in downtown Washington, D.C.
DC COMM		"The Tourist Information Center is operated by the Washington Convention and Visitors Association. Statistical information is available from the organization. The D.C. Committee to Promote Washington funded 25 signs around the city with directions to the welcome center. D.C. Department of Public Works installed the signs; WCVA designed the locations to put the signs.
FL	3,010,875	Visitor count is done by staff. Plans are to build a new facility on I-10 Pensacola which will be 90 percent federal funds, a \$3.4 million project. The Department of Transportation maintains the interstate welcome centers' restrooms and grounds.
GA	15,000,000	This figure is determined through analysis of vehicle counter reports and visitor registration sheets.
ID	225,000	One center uses an electric counter and the other 2 use hand counters.
IL	1,076,880	Counselors count them as they visit centers. Reports are made on a monthly basis.

WELCOME CENTERS - TABLE 2

State	Visitor Volume in 1990 at All Welcome Center	How is the Visitor Volume Figure Obtained? Explanatory Notes
IN	612,254	Welcome center supervisor and/or employees take daily counts of visitation and arrive at a monthly count that is submitted to the Tourism office. A welcome center is under completion in Terre Haute, Indiana on Hwy 70, East Bound. Target date Spring 1992. *Three tourism and six DOT employees.
IA	654,702	Signatures in guest books are counted and the average travel party size is applied to total signatures.
KS	450,000	Visitors sign a register. *The Travel and Tourism Division provides 100% funding for the 4 state-owned centers. It also provides about 10% of operating costs for the remaining 3 state-subsidized centers. Local communities support local centers. Local communities support local centers.
KY	848,359	The visitor figure is obtained from registrations at the welcome center information desks. There are currently two welcome centers under construction and scheduled to be opened in late 1992 or early 1993. Requests have been made by the state travel office for money to staff these centers.
LA	2,248,977	Visitor figure is obtained through voluntary registration which is promoted by each travel counselor. We are currently doing a Welcome Center Master Plan.
ME	1,130,790	There is an electric counter at one location, others count manually. *Locations not funded by Travel Office are Bangor, Bethel and Fryeburg. These centers are operated by the Maine Publicity Bureau, a not-for-profit, membership-based corporation that provides statewide tourist information services on behalf of the tourism industry and the state of Maine.
MD	1,529,298	Electronic counting devices.
MA	2,800,000	Periodic reporting by Center managers to this office. Preliminary discussions for Welcome Center on Rt 24 east of Boume Bridge on Buzzards Bay.
MI	8,614,000	The visitor figure is obtained by electronic counter of number of vehicles. Visitor numbers have changed due to new method of collecting data.
MN	2,630,393	Electronic door counters at main entrances, adjusted for multiple entries by the same visitor. A new center is under construction; 3 centers are under renovation; a St. Paul walk-in center is located on a sky-way, not on a highway and 3 additional centers under consideration for state operation. Many centers opening under local and regional funding, a growing trend in the state.
MS	2,500,000	Visitor figure obtained from actual visitor registrations at the centers. Itawamba County facility under construction on U.S. HWY 78 - construction cost \$2.5 million; Natchez Trace Parkway: one center at Tupelo operated by National Park Service; one center at Kosciusko operated by Chamber of Commerce.
MO	865,849	The visitor figure is obtained through contact with welcome center staff.
MT	N/A	Montana does not presently own or operate any highway visitor information centers, but is working toward a new statewide system of such centers. Presently community/Chamber of Commerce visitor centers are serving the traveling public. New rest area/VIC facilities to compliment the existing information centers may become a reality in the not so distant future.

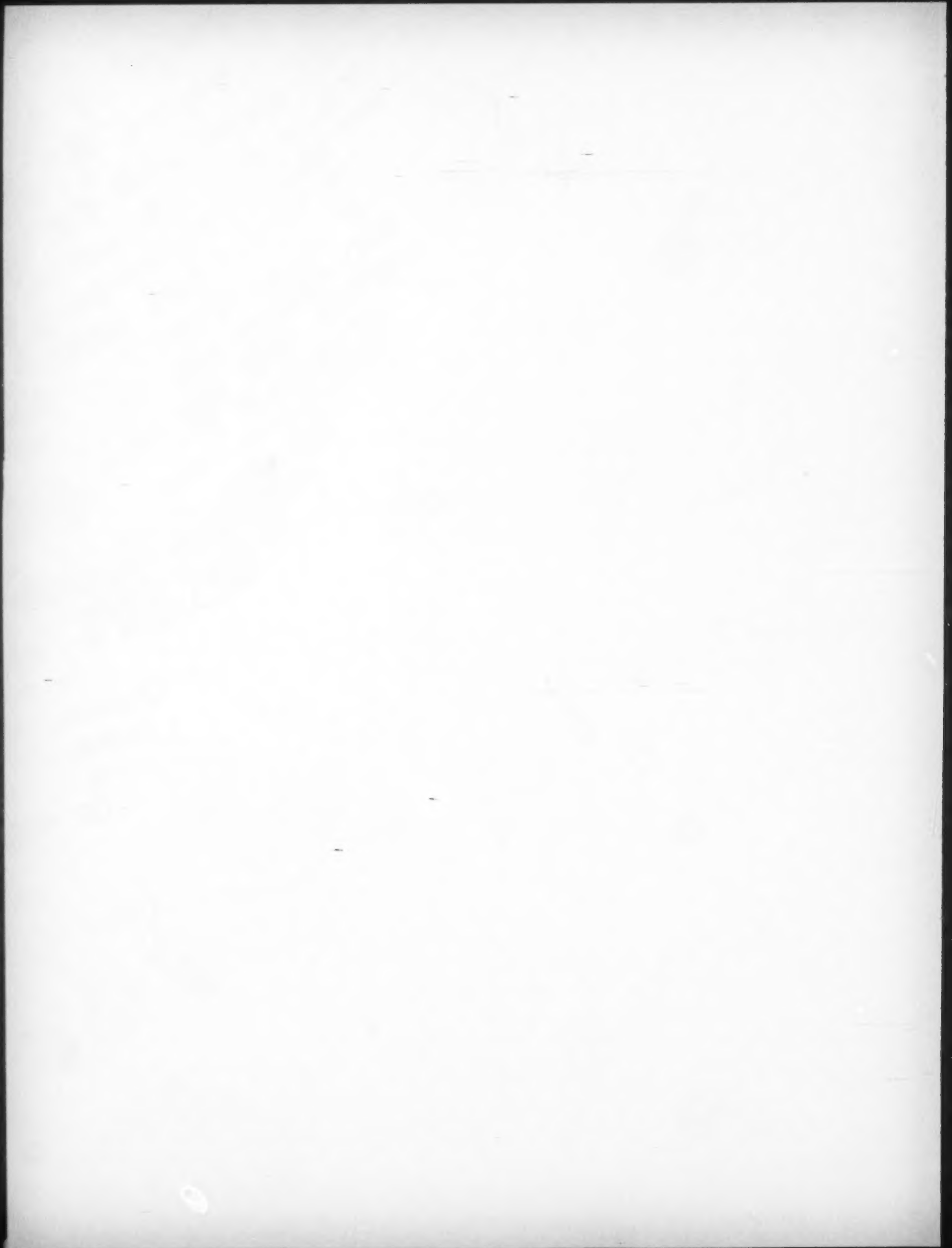
WELCOME CENTERS - TABLE 2

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State	Visitor Volume in 1990 at All Welcome Center	How is the Visitor Volume Figure Obtained? Explanatory Notes
NE	265,000	Our visitor count is based only on those visitors that our guides have personally talked with; not based on number in party. All centers are funded by the Nebraska Roads Department. We only provide staffing. Many communities have their own welcome centers across the state. We provide state-wide materials when requested.
NJ	3,117,270	Hand counts at 9 centers. No new centers are planned. Budget reductions have delayed renovation work at existing centers.
NM	560,806	We are using sign-in sheets at each welcome center that ask how many are in the travel party. New visitor center scheduled to open June 1992. Welcome center designated at Albuquerque Intl Airport. Not a state run facility.
NC	8,421,410	The visitor figure is obtained by use of traffic meter. The total number of cars per month is multiplied by 2.7% (the average number of people per car). No interstate centers under construction. I95N is to be rebuilt in 3-5 years. There are two visitor centers - US441 and US17N, two to be built on US29 and US175 - these are primary road centers which receive no funding from the travel office.
ND	58,000	Actual count New information center in Williston co-located with Drivers License and Motor Vehicle is under construction. An information center in West Fargo will open in 1991 in an existing building, and negotiations are underway to build an information center in Grand Forks, summer of 1991.
OH	1,100,000	The visitor figure is obtained by manual count. A full-time welcome center will be opening in Scioto County summer of 1992. *Gateway Centers. Local organizations have community centers.
OK	1,679,148	An electronic counter is located at each center entrance to count all visitors entering the center. Two new centers are planned for 1992 to replace existing centers. Planning and construction for one center is funded by DOT; the other is funded by the Tourism Department from capital funds provided by the legislature. There are five visitor centers that are operated independently by a city and/or an organization with the department providing \$10,000 in funds for operations at only one of the centers. The tenth center operated by the department is located in the State Capitol.
OR	533,398	Welcome center visitor counts are done by the center staff. New center in NE Oregon opened in May 1991. *Chambers of Commerce provide funding at three locations.
PA	1,003,000	Visitor count is taken directly at each center by the welcome center staff.
RI	700,000	The visitor figure is obtained from counts at state center and estimates from other centers. Newport County CVB operates a welcome center in Newport that serves both individuals and groups. South County Tourism Council helped fund two centers on highways that are operated by local chambers.
SC DOT	6,329,489	Ramp vehicle counters tabulations during operation hours of reception room multiplied times the persons per party (persons per party obtained from guest registers.)
SD	671,949	The number is obtained through visitors registering at the information centers along the interstates (does not include the many visitors not registering). Each vehicle party is asked to register so this figure includes a multiplier of 2.7 for the average travel party size.

State	Visitor Volume in 1990 at All Welcome Center	How is the Visitor Volume Figure Obtained? Explanatory Notes
TN	12,591,000*	The visitor figure is obtained from vehicle counts. *Count in from 11 centers. 12th center's figures were not available in 1990.
TX DOT	3,090,393	This figure is obtained from daily tabulation sheets which are completed by the welcome center staff, who count the number of visitors to each center on a daily basis. Monthly and annual reports are derived from the daily tabulation sheets. No new sites for information centers are planned at this time. However, a new facility for the Denison Information Center will be constructed in 1992. The Denison Information Center is currently closed and will be destroyed for new highway construction in the near future. *Another division in the State Dept. of Transportation (the Maintenance and Operations Division) provides funds for the construction of new facilities. Depending on the location of the welcome center (i.e., interstate highway), federal funds may also be used.
UT	656,907	The visitor figure is obtained by electronic eye counters. Wendover and Vernal funding not yet allocated. Monument Valley is a State park proposal.
VT	760,500	From an electronic count at Guilford and Highgate, and with registration at Fair Haven and Summer booths.
VA	2,516,000	Count includes only visitors with whom state travel counselors interact. Estimate is based on the number of parties counseled, multiplied by an average party size figure for welcome centers. There are 33 state-certified local/regional information centers in the state. All operational costs are funded by the locality or region. The Tourism Development Group conducts an annual training seminar for visitor information center personnel.
WA	N/A	The nine Official Washington State Visitor Information Centers are required to submit a monthly report showing visitor counts by state, province and countries. Some of the local and regional centers submit their counts but we do not require them to provide us with their statistics. *This number is not available because all centers do not provide counts. Washington State has approximately 180 visitor information centers including those that are operated by chambers of commerce, convention and visitor bureaus, counties, etc. that do not receive funding from the state tourism division. We have a few regional centers that receive a small amount of indirect funding through our Regional Marketing Program. There are nine official state information centers. They use a monthly form to record number of people in party. Visitor volume for 1989 for these centers was only 337,763 (including both year annual and seasonal operators).
WV	2,541,586	The visitor figure is obtained from contact with highway welcome center staff who do daily counts.
WI	1,300,000	Actual cars x 3.2 contacts = number of visitors 2 New centers are under construction: Hurley, WI opening fall of '92 and Dickeyville, WI opening fall of '92. There are 7 highway welcome centers and 2 urban centers located in Chicago, IL and Madison, WI.
WY	843,000	The visitor figure is obtained from automatic and manual counters, sent in and computed at main office. Laramie Summit Visitors Center is scheduled to open June 1, 1992 -- possible year-round center. In addition to the Visitor Centers there are about 26 Rest Areas where local chambers can display information along side state information. These buildings are owned and maintained by the Highway Department.
CM		Welcome centers are located in Tinian & Rota which are part of the Northern Marianas chain of Islands. Average number of employees at Welcome Centers accounts for only offices staff and not field operations employees.

APPENDICES



APPENDIX A DESCRIPTION OF BUDGET CATEGORIES

The following categories were used by state travel offices as a guideline in preparing breakdowns of the two budgets covered in this report. Not all categories are applicable to every state. States could also report additional expenditure categories, which appear under "other" on the budget breakdown tables.

Personnel Services	Salaries, fees, fringe benefits, etc.
Administrative Costs	Rent, utilities, travel, etc.
Domestic Advertising: Media Purchase	TV, magazine, newspaper, radio, etc. U.S. advertising costs
Domestic Advertising: Production	Costs related to producing U.S. advertising in "Media Purchase"
Printing and Production	Costs of all printed materials (e.g. fulfillment/direct mail pieces, consumer or trade show materials, resource manual)
Inquiry Fulfillment	Costs to service and fulfill trade/consumer advertising inquiries (postage, 800 numbers)
Domestic Sales Promotion	Trade shows, consumer shows, package tours, Fam tours
Press and Public Relations	Press releases and conferences, travel writer tours, AV services, etc.
International Advertising/ Promotion	Foreign advertising, overseas offices, missions, international trade shows
Research	Research conducted in-house or contracted with a university or a private firm

Matching Funds
Program

Promotional programs (e.g. cooperative advertising) where state funds match private monies through a matching formula

Direct Grants

One-time, non-matching grants designated for specific projects (e.g. capital outlays, advertising, promotion or development)

Welcome Centers:
Construction

Construction, major repair or renovation of welcome or information centers to which travel office provides funds

Welcome Centers:
Operation

Staff, training, internal furnishing and upkeep, literature, or other operating costs of centers to which travel office provides funds

Film Office

Promotion and support for film and TV production

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